## Conference Program

**Thursday, 10th of May**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>08:30</td>
<td>Registration</td>
</tr>
<tr>
<td>10:00</td>
<td>Opening Ceremony</td>
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<tr>
<td>10:40</td>
<td>Keynote Speech</td>
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<tr>
<td>10:40</td>
<td>Coffee Break</td>
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<tr>
<td>11:40</td>
<td>Panel Session</td>
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<td></td>
<td>Moderator</td>
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<tr>
<td></td>
<td>1st Panelist</td>
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<td>2nd Panelist</td>
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<td>3rd Panelist</td>
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<td>4th Panelist</td>
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<tr>
<td>13:00</td>
<td>Lunch</td>
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<tr>
<td>14:00</td>
<td>Session 1 &amp; 2</td>
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<tr>
<td>15:30</td>
<td>Free Time</td>
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**Friday, 11th of May**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>09:30</td>
<td>Session 3, 4, 5</td>
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<tr>
<td>11:00</td>
<td>Coffee Break</td>
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<tr>
<td>11:15</td>
<td>Session 6, 7, 8</td>
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<tr>
<td>13:00</td>
<td>Lunch Break</td>
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<tr>
<td>14:30</td>
<td>Concert – Closing Ceremony</td>
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**Saturday, 12th of May**

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>09:00</td>
<td>Social Fun Trip</td>
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</tbody>
</table>
10th of May

14:00 – 15:30 SESSION 1 / SARAJEVO Room

UNDERSTANDING OF CREATIVITY - CREATIVE TEACHING FACTORS
Mia Hocenski
Ljerka Sedlan König
Sofija Turjak
Josip Juraj Strossmayer University of Osijek, Croatia

TRENDS IN E-LEARNING: STUDENTS PERCEPTIONS ON MASSIVE OPEN ONLINE COURSES (MOOCS)
Mersid Poturak
Nurovic Ekrem
International Burch University, Bosnia and Herzegovina

THE QUALITY OF EDUCATIONAL OUTCOMES AND THE COST - BENEFIT RATIO
Melisa Ališa
University of Sarajevo, Bosnia and Herzegovina
Šejla Smajić
University of Travnik, Bosnia and Herzegovina

HUMAN RESOURCES AS A FACTOR OF NAUTICAL TOURISM DEVELOPMENT
Daniela Gračan
Marina Barkidjić Sotošek
Nikolina Šerić
Faculty of Tourism and Hospitality Management Opatija, Croatia

STUDENTS PERCEPTION ON BRAND IMPACT IN PURCHASE OF DOMESTIC PRODUCTS
Emir Murselović
Mersid Poturak
International Burch University, Bosnia and Herzegovina

14:00 – 15:30 SESSION 2 / SASE Room

NEW GLOBAL FINANCIAL SYSTEM: CONTRIBUTION FOR NEW ECONOMIC THEORY
Halil Kalač
University of Travnik, Bosnia and Herzegovina
QUANTITATIVE MODELS IN THE FUNCTION OF PROGRAMMING THE OPTIMAL INVESTMENT MODEL OF TOURISM PROJECTS IN THE CONDITIONS OF UNCERTAINTY

Mirjana Landika
Sanel Jakupović
Pan-European University Apeiron, Bosnia and Herzegovina
Vedran Šupuković
Handballclub RK PPD ZAGREB, Zagreb, Croatia

ON THE APPLICATION OF CAPM AND CORRELATION ANALYSIS FOR INVESTIGATING RISK MODELLING AND PREDICTION OF THE GREEK TOURISM SECTOR PERFORMANCE

Dimitrios A. Karras
Sterea Hellas Institute of Technology, Greece

THE STATE OF DEMOGRAPHIC FACTORS IN SERBIA AND THE POTENTIAL IMPACT ON ECONOMIC

Drago Cvijanovic
University of Kragujevac
Faculty for Tourism and Hotel Management in Vrnjačka Banja, Vrnjačka Banja, Serbia
Tamara Gajic
Aleksandra Vujko
High Business School, Novi Sad, Serbia

OPTIMAL PORTFOLIO CHOICE IN CROATIAN TOURISM SECTOR FOR LONG-TERM INVESTORS

Zoran Ivanović
Siniša Bogdan
Suzana Bareša
University of Rijeka, Croatia

THE INSURANCE SECTOR IN THE EU AND ITS IMPACT ON FINANCIAL STABILITY

Iva Mushani
Epoka University, Albania

11th of May
9:30 – 11:00 SESSION 3 / SASE Room

ROLE OF RELIGIOUS EVENTS IN DEVELOPMENT OF CULTURAL TOURISM

Zrinka Zadel
Nikolina Šerić
Vedran Milojica
Faculty of Tourism and Hospitality Management Opatija, Croatia
HALAL TOURISM IN NON-MUSLIM, DEVELOPING COUNTRIES (CASE: MONTENEGRO)
Sanja Vlahović
Iva Bulatović
University Mediterranean Podgorica, Faculty of Tourism, Montenegro
Ana Stranjančević
Modul University, United Arab Emirates

THE CONNECTION BETWEEN THE NOTORIETY OF WINE PRODUCING AREAS AND THE WINE GASTRONOMY SUPPLY
Géza Szabó
Bence Závodi
University of Pécs Faculty of Sciences Doctoral School of Earth Sciences, Hungary

SUSTAINABLE TOURISM AS A KEY FACTOR OF LIVABLE WORLD HERITAGE SITES
Christian Hanus
Danube University, Krems
Sanela Klaric
International Burch University, Bosnia and Herzegovina
Peter Morgenstein
Danube University, Krems
Dina Lasić
International Burch University, Bosnia and Herzegovina

POLITICAL INSTABILITY AND ECONOMIC GROWTH
Arjona Çela
Eglantina Hysa
Ugur Ergun
Epoka University, Tirana, Albania

SUSTAINABLE MANAGEMENT OF HERITAGE TOURISM DEVELOPMENT IN CROATIA
Danijel Drpić
Privredna Banka Zagreb d.d., Croatia
9:30 – 11:00 SESSION 4 / SARAJEVO Room

ANALYSIS OF BALANCE OF PAYMENTS FOR WESTERN BALKAN COUNTRIES
   Elda Cifliku
   Megi Qoku
   Suada Maloku
   Epoka University, Albania

SELECTION CRITERIA AND PERFORMANCE MEASUREMENT OF THIRD PARTY LOGISTICS: A META-ANALYSIS
   Mirelma Serdarić
   Zafer Konakli
   International Burch University, Bosnia and Herzegovina

AN INSIGHT INTO THE CURRENT MOTIVES OF TOURIST VISITORS OF THE ZADAR COUNTY
   Vedran Milojica
   Ivan Čapeta
   Faculty of Tourism and Hospitality Management Opatija, Croatia

HERITAGE AS A DRIVING FORCE FOR THE TOURISM AND ECONOMY
   Linda Krage
   Riga Building College, Latvia
   Sanela Klaric
   International Burch University, Bosnia and Herzegovina

REGIONAL CHALLENGES FOR BUSINESS ENVIRONMENT – CENTER REGION, ROMANIA
   Gavrilă-Paven Ionela
   1 Decembrie 1918” University of Alba Iulia, Romania

AIR POLLUTION IN ALBANIA
   Mirela Kruja
   Sara Bakali
   Epoka University, Albania
THE RELATIONSHIP AMONG ETHICAL CLIMATE, JOB SATISFACTION AND ORGANIZATIONAL COMMITMENT: AN EMPIRICAL STUDY OF EMPLOYEES IN BANKING SECTOR

M. Sait Dinc
Adha Drugovic
Abida Nurkovic
Melika Alicelebic

*International Burch University, Bosnia and Herzegovina*

FACTORS THAT AFFECT FEMALE LABOUR SUPPLY IN ALBANIA

Flavia Depa
Ugur Ergun

*Epoka University, Albania*

DETERMINANTS OF THE ALBANIAN TOURISM INDUSTRY

Doriana Mirashi

*Epoka University, Albania*

RESEARCH OF ENVIRONMENTAL RESPONSIBILITY AMONG TOURISTIC PROVIDERS IN SOUTH TRANSDANUBIA

Andrea, Horváth
Zoltán, Raffay

*University of Pécs, Hungary*

AN EXPLORATION INTO MOTIVATIONAL AND JOB SATISFACTIONS FACTORS OF PRIVATE SECTOR EMPLOYEES IN SERBIA

Ado Mekić
Muhammed S. Dinç

*International Burch University, Bosnia and Herzegovina*

IMPACT OF ONLINE ADS & REVIEWS ON CONSUMER PURCHASE DECISION

Alma Hurić
Mersid Poturak

*International Burch University, Bosnia & Herzegovina*
ONLINE SHOPPING: A CROSS-CULTURAL COMPARISON
Bisera Imamovic
International Burch University, Bosnia and Herzegovina
Suzanne Amaro
Carla Henriques
Madalena Malva
Instituto Politecnico de Viseu, Portugal

EXPLAINING TOURIST BEHAVIOR THROUGH LOSS AVERSION AND VIRTUAL OWNERSHIP: A CASE STUDY OF ALBANIA
Devika Phansalkar
Dea Elmasllari
Albania

HOW SOCIAL NETWORK MARKETING AND CONSUMER BEHAVIOR AFFECT THE SALES OF THE PRODUCTS IN B&H?
Sabina Kobić
International Burch University, Bosnia and Herzegovina

PLACE BRANDING-BOSNIA IMAGE BY GCC TOURISTS
Amer Al-Jammazi
Istanbul University, Marketing Professional, Saudi Arabia

THE IMPACT OF INTERNAL MARKETING ON INTERNAL SERVICE QUALITY IN THE HOSPITALITY INDUSTRY
Matina Gjurašić
Suzana Marković
University in Rijeka, Faculty of Tourism and Hospitality Management, Opatija, Croatia
Jasna Horvat
Faculty of Economics in Osijek, University of Josip Juraj Strossmayer Osijek
Osijek, Croatia

BRANDED CITIES - ALBA IULIA, A ROMANIAN EXAMPLE
Silvia Maican
Andreea Muntean
Carmen Paștiu
1 Decembrie 1918” University of Alba Iulia, Romania
11:15 – 12:45 SESSION 7 / SARAJEVO Room

THE IMPACT OF EXCHANGE RATE VOLATILITY ON ECONOMIC GROWTH

Fatbardha Morina
Aleksandër Moisiu University, Durrës, Albania
Eglantina Hysa
Ugur Ergun
Epoka University, Tirana, Albania

THE IMPACTS OF INNOVATION, IT, PRODUCTIVITY ON ALBANIAN EXPORTS

Andia Pirja
Epoka University, Albania

UTILIZATION OF LOCAL NATURAL RAW SOURCES FOR NEW MODERN THERMAL INSULATION PRODUCTION RELATED TO THE RECONSTRUCTION PROJECT

Jiří Zach
Brno University of Technology, Czech Republic
Sanela Klaric
International Burch University, Bosnia and Herzegovina

THE IMPLICATIONS OF DIET THERAPY ON IMPROVEMENT OF HEALTH TOURISM OFFER

Slobodan Ivanović
Faculty of Tourism and Hospitality Management Opatija, Croatia
Martina Linarić
MarLin Technologies, NutriMarLin Centre for balanced nutrition
Vedran Milojica
Faculty of Tourism and Hospitality Management Opatija, Croatia

HERITAGE AS A FACTOR OF ACHIEVING COMPETITIVE CULTURAL TOURISM OFFER OF THE REPUBLIC OF CROATIA

Danijel Drpić
Privredna Banka Zagreb d.d., Croatia
Angela Milenkovska Klimoska
University of Tourism and Management Skopje
Vedran Milojica
Faculty of Tourism and Hospitality Management Opatija, Croatia
11:15 – 12:45 SESSION 8 / MOSTAR Room

BANKING CONCENTRATION IN KOSOVO: EVIDENCE FROM A COUNTRY IN TRANSITION
Flamur R. Keqa
Epoka University, Albania

THE ROLE OF FORENSIC ACCOUNTING IN PREVENTING TAX EVASION IN BOSNIA AND HERZEGOVINA
Emina Šabić
Elvisa Buljubašić
International Burch University, Bosnia and Herzegovina

VALUE CREATION IN BUSINESS HOTELS: APPLICATION OF IMPORTANCE-PERFORMANCE ANALYSIS TO ASSIST MANAGERS
Ivana Blešić
Sanja Božić
Milan Ivkovic
Ana Martić
Faculty of Sciences in Novi Sad, Serbia
Vedran Milojica

TOURISM SLOGANS AND TOURISM PROMOTION STRATEGIES: ALBANIA AND ITS REGIONAL COMPETITORS
Sonila Kella Çela
Epoka University, Albania

IMPACT OF SYRIAN REFUGEE WAVE ON THE PUBLIC FINANCE - COMPARISON ANALYSIS BETWEEN GERMANY AND GREECE
Adelajda Doka
Chrysanthi Balomenou
Epoka University, Albania

ANALYSIS OF THE STATE OF SENIOR HEALTH TOURISM OFFER IN THE REPUBLIC OF CROATIA
Romina Alkier
Faculty of Tourism and Hospitality Management Opatija, Croatia
Iva Sorta Bilajac Turina
Faculty of Medicine Rijeka, Croatia
Vedran Milojica
Faculty of Tourism and Hospitality Management Opatija, Croatia
CONFERENCE TRACKS

• Information and Communication Technology and e-business
• Marketing (Consumer behavior, branding, image, etc.)
• Crisis Management, Risk Management, Safety and security
  • Destination Competitiveness
  • Economics and finance
  • Education and training
• Entrepreneurship and Small and Medium Entrepreneurship
  • Foreign Languages
  • Innovations
  • International Tourism
  • Tourism and EU
• Managing Service quality
• Quantitative methods
  • Seasonality
  • Quantitative methods
• Special interests tourism (Halal Tourism, Health Tourism, Rural Tourism, Archaeological Tourism, Heritage Tourism, Gastronomic and Wine Tourism, Cultural Tourism, Nautical Tourism..)
• Sustainability (with a particular accent on use of renewable energy sources and green technologies)
  • Tourism and Cultural Diplomacy
    • Tourism policy
  • Other relevant topics