

ABSRC 2021 SESSIONS SCHEDULE

Central European Time (CET) is applied. Please be aware of time zone difference in your respective country.

THURSDAY, JUNE 3, 2021

8:45 - 9:00 WELCOME SPEECH

Ajda Fošner, GEA College - Faculty of Entrepreneurship, Slovenia
Conference Chair

9:00 - 9:30 KEYNOTE TALK 1

Marko Torkkeli, LUT University, Finland
Perspectives on open innovation: When theory meets practice

9:30 - 12:00 SESSION 1

9:30 - 9:45	Nikša Alfirevič , Krzysztof Szymański, Kate Patyrak	THE ROLE OF INSTITUTIONAL REPOSITORIES IN PROMOTING THE RESEARCH VISIBILITY AND IMPACT: ANALYSIS OF DIGITAL COMMONS
9:45 - 10:00	Rewinnita Maretnoningtyas , Satya Aditya Wibowo	PROPOSED INTEGRATED MARKETING COMMUNICATION STRATEGY TO INCREASE REVENUE OF BIG DATA CONSULTING COMPANY (PT. METROCOM JADDI TECHNOLOGY)
10:00 - 10:15	Gjorgjina Sherovska , Ilijana Petrovska	THE FUTURE OF OMNI-CHANNEL MARKETING IN THE RETAIL INDUSTRY IN REPUBLIC OF NORTH MACEDONIA: UNDERLING THE CUSTOMER TOUCH POINTS VIA CUSTOMER ENGAGEMENT AND THE EFFECT ON PROFITABILITY
10:15 - 10:30	Hario Adit Wibisono , Satya Aditya Wibowo	MARKETING STRATEGY: TO INCREASE THE NUMBER OF IN-FORCE POLICIES IN PT SLI
10:30 - 10:45	Ana Globočnik Žunac , Lea Labaš, Vesna Sesar	IMPORTANCE AND METHODS OF SPEECH FRIGHT MANAGEMENT
10:45 - 11:00	Andreas , Satya Aditya Wibowo	PROPOSED MARKETING STRATEGY TO INCREASE THE SALES OF CV. KUSUMA MITRA NIAGA FOR KERAMIK ARTISTIKA
11:00 - 11:15	Andrej Raspor , Darko Lacmanović, Đorđije Pavičević, Ivana Tomašević	CHALLENGES OF GAMIFICATION IN THE TOURIST DESTINATION BAR
11:15 - 11:30	Robert Maršanić	SPECIFIC FEATURES OF A HOTEL SUPPLY CHAIN FROM THE ASPECT OF STACIONARY TRAFFIC
11:30 - 11:45	Vladimir Bukvič	TAKEOVERS AND MERGERS WITH EMPHASIS ON ECONOMIC ANALYSIS AND EVALUATION OF THE TAKEOVER BIDS
11:45 - 12:00	Boštjan Aver	SUSTAINOPRENEURSHIP

12:00 - 13:00 LUNCH BREAK

ADVANCES IN BUSINESS-RELATED SCIENTIFIC RESEARCH CONFERENCE

13:00 - 15:00 SESSION 2

13:00 - 13:15	Albertina Paula Monteiro, Catarina Libório Morais Cepêda	SUSTAINABILITY ACCOUNTING: A RESEARCH TREND ON HOSPITALITY ACCOUNTING
13:15 - 13:30	Erika Jonuskiene	IMPLEMENTATION OF CIRCULAR ECONOMY: IMPACT ON ECONOMIC GROWTH IN EU COUNTRIES
13:30 - 13:45	Saša Zupan Korže	SHIFT FROM ENVIRONMENTAL TO ECONOMIC DIMENSION OF SUSTAINABILITY IN TIME OF COVID-19 PANDEMIC
13:45 - 14:00	Catarina Libório Morais Cepêda, Albertina Paula Monteiro	DIGITAL ACCOUNTING: A BIBLIOMETRIC LITERATURE REVIEW
14:00 - 14:15	Ivana Martinčević, Goran Kozina	DIGITAL COMPETITIVENESS AND INTEGRATION OF DIGITAL TECHNOLOGY INTO BUSINESS
14:15 - 14:30	Emirjeta Bejleri, Alba Berberi, Gentian Memaj	A CONCEPTUAL FRAMEWORK FOR E-COMMERCE ADAPTATION
14:30 - 14:45	Jani Ivan Toroš, Iztok Sila	PREFERENCE OF INTERNET SPEED FOR "INTERNET AND TV GENERATION
14:45 - 15:00	Janez Drobnič	ACTIVITIES OF CHARITY NON-GOVERNMENTAL ORGANIZATIONS AND THEIR ETHICAL BACKGROUNDS

15:00 - 15:30 KEYNOTE TALK 2

Abigail Ingram, DePaul University, US
Gender Equity in Research and Business Post-Pandemic

15:30 - 15:45 CLOSING REMARKS

Ajda Fošner, GEA College - Faculty of Entrepreneurship, Slovenia
Conference Chair
