

PROGRAM

Četvrtak, 11. rujna 2025. / **Thursday, 11th September 2025**

📍 Posjetiteljski centar kanal sv. Ante / **Public Institution Nature of the Šibenik-Knin County (Uvala Minerska)**

12:00 – 13:00	Lifelong Learning Through Šibenik University of Applied Sciences Projects Showcasing EU-funded initiatives at Šibenik University of Applied Sciences that support lifelong learning and professional development in the context of the blue economy, sustainability and innovation.
13:00 – 14:30	Digital Skills and Innovation: Oracle Academy Presentation of the Oracle Academy program, a partner of the conference, highlighting its role in advancing digital education and preparing future-ready professionals.
14:30 – 15:15	Pauza za ručak / Lunch Break
15:15 – 16:15	University of Zadar Initiatives: Blue Economy and Micro-Credentials The session will highlight the University of Zadar's efforts in the blue economy through Project ABBA, along with innovative approaches for skills recognition and micro-credentials, including insights from the Micromet Project.

Petak, 12. rujna 2025. / **Friday, 12th September 2025**

📍 Veleučilište u Šibeniku / **Šibenik University of Applied Sciences**
Dvorana B, prizemlje / **Lecture room B, ground floor**

10:00 – 11:00	Registracija / Registration
11:00 – 11:15	Otvorenje konferencije / Conference opening
11:15 – 13:00	OKRUGLI STOL „Sinergija plave i zelene ekonomije - održivost u fokusu“ ROUNDTABLE DISCUSSION „Sinergy Of Blue and Green Economy - Sustainability In Focus“ Moderator: Pinija Poljaković Panelisti / Keynote speakers: <ul style="list-style-type: none">• Tanja Radić Lakoš, Ministarstvo zaštite okoliša i zelene tranzicije• Ivan Sever, Institut za turizam• Ljiljana Božić, Ekonomski institut Zagreb• Tomislav Šarić, Sveučilište u Zadru• Matija Bumbak, Platforma022• Boris Petrušić, Oracle
13:00 – 14:00	Pauza za ručak / Lunch break Studentski restoran 'SKVUŠ' / Student restaurant "SKVUŠ"



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IZLAGANJE RADOVA / PARALLEL SESSIONS

Veleučilište u Šibeniku / Šibenik University of Applied Sciences

	Parallel session A Lecture hall: O	Parallel session B Lecture hall: M	Parallel session C Lecture hall: H	Parallel session D Lecture hall: K	Parallel session E Lecture hall: L
14:00 - 14:15	Senka Borovac Zekan, Martina Rančnik, Antonela Vuković SOCIAL MEDIA AS A TOOL FOR IT EVENT PROMOTION: LESSONS FROM VISION FACTORY D.O.O	Petar Pepur, Marija Mrđen, Lara Pletković CRISIS AS AN OPPORTUNITY: CAPITAL EXPENDITURES AS A STRATEGIC RESPONSE TO THE COVID-19 PANDEMIC	Ivana Beljo, Ana Perišić, Milena Vukšić MODELLING THE IMPACT OF NATIONALITY ON VISITOR SATISFACTION IN PROTECTED AREAS: ARE THERE SYSTEMATIC DIFFERENCES?	Arijana Burazin Mišura, Nada Roguljić, Julija Mardešić, Jelena Lacić DATA-DRIVEN ANALYSIS AND MODELING OF GREENHOUSE GAS EMISSIONS ACROSS EU MEMBER STATES	Ivica Ružić, Josip Vrljić, Marin Puljić ANALYSIS OF THE BENEFITS OF USING THE SPRING DATA JPA PROJECT IN JAVA WEB APPLICATIONS FOR THE DATA ACCESS LAYER OF A RELATIONAL DATABASE
14:15 - 14:30	Katja Rakušić Cvrtak, Marko Radelj, Martina Bacek ASSESSING CONSUMER AWARENESS AND PERCEPTIONS OF CORPORATE SOCIAL RESPONSIBILITY IN THE CROATIAN RETAIL SECTOR	Petar Pepur, Marija Mrđen, Petra Miošić COVID-19 AS A CASH FLOW GENERATOR	Goran Čorluka, Mislav Radić OVERTOURISM IN SELECTED TOURIST DESTINATIONS - STATUS AND PERSPECTIVES	Goran Crnica, Ivana Bratić MULTILINGUAL, AI POWERED TRANSLATION TOOL FOR LANGUAGE TEACHING	Ivica Ružić, Marin Puljić, Josip Vrljić RESEARCH ON RELIABLE AND SCALABLE MESSAGE EXCHANGE IN DISTRIBUTED MICROSERVICES APPLICATIONS THROUGH THE INTEGRATION OF APACHE KAFKA WITH .NET CORE TECHNOLOGY
14:30 - 14:45	Katja Rakušić Cvrtak, Senka Borovac Zekan, Marin Bolanča THE SENSORY SIDE OF SUSTAINABILITY: HOW RESPONSIBLE COMPANIES ENGAGE THE SENSES	Marina Lolić Čipčić, Matea Ledić THE ROLE OF THE STATE IN SHAPING MARKET STRUCTURE AND COMPETITION	Dorian Fildor MEASUREMENT AND THE ROLE OF INNOVATION IN BUILDING SUSTAINABILITY IN TOURISM	Goran Crnica, Enco Juričev MINIMALIST GERMAN GENDER HIGHLIGHTER	Borna Šunjić, Nikola Grgić, Ivan Odak AUTOMATING STUDENT ENVIRONMENTS WITH PULUMI AND AWS: AN IAC APPROACH IN EDUCATION
14:45 - 15:00	Danijela Perkušić Malkoč, Mario Dadić, Marija Vrdoljak NEUROMARKETING IN DIGITAL ADVERTISING: A CRITICAL REVIEW OF NEUROMARKETING APPLICATIONS IN ADVERTISING SUSTAINABLE PRODUCTS	Domagoja Buljan Barbača, Branko Sorić, Ante Čelić EMPOWERING SUSTAINABILITY: THE ROLE OF FINANCIAL LITERACY IN THE DIGITAL AGE	Mijana Matošević Radić, Marijana Jurišić Mustapić, Lidija Vukadin Vranješ ACCESSIBILITY AS A DIMENSION OF HOTEL SERVICE QUALITY	Matea Jakelić Bilić, Goran Crnica FROM ACCESSIBILITY TO CREATIVITY: DESIGNING AND USING PERSONAL TYPEFACES FOR STUDENTS WITH READING DIFFICULTIES	Nikola Grgić, Ante Vlah, Jelena Grgić LARGE LANGUAGE MODELS ON LOCAL INFRASTRUCTURE: SETUP AND USE IN EDUCATION
15:00 - 15:15	Marko Radelj, Katarina Knežević, Katja Rakušić Cvrtak CREATING A SUSTAINABLE MARKETING STRATEGY IN THE CONTEXT OF GREEN MARKETING	Marko Miletić, Anja Kovačević EVALUATING FINANCIAL SUSTAINABILITY OF INVESTMENT PROJECTS THROUGH MONTE CARLO SIMULATION IN EXCEL	Nikolina Gaćina, Tomislav Bilać NUTRITION AS A KEY FACTOR IN THE SUCCESS OF SPORTS TOURISM	Antonela Devčić ENHANCING DIGITAL AND MEDIA LITERACY AMONG VULNERABLE GROUPS: FINDINGS FROM THE DIGITALNA.HR PROJECT	Petar Ivančević, Nikola Grgić, Mario Šundov REAL-TIME COMMUNICATION WITH AN API SERVER
15:15 - 15:30	Kristina Perec GREEN MARKETING: CONSUMER PERCEPTION IN A DIGITAL WORLD	Dijana Perkušić, Antonija Buzov INCREASING TRANSPARENCY OF CORPORATE REPORTING IN THE CONTEXT OF SUSTAINABLE BUSINESS	Nikolina Gaćina, Rudolf Štefan, Andrea Sablić SUSTAINABILITY IN FINE DINING	Mario Dadić, Božena Perić, Damir Brešković ANALYSIS OF M-COMMERCE USAGE AMONG GENERATIONS Y AND Z	Marko Turk, Igor Savić BLOCKCHAIN-BASED QUALITY INFORMATION MANAGEMENT SYSTEM IN SHIPBUILDING
15:30 - 16:00	Pauza za kavu / Coffee break				

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IZLAGANJE RADOVA / PARALLEL SESSIONS

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16:00 - 16:15	Izlaganje postera / Poster presentation (drugi kat / second floor) Nerma Čolaković-Prguda, Jasna Hasanbegović Sejfić, Lejla Škaljić CIRCULAR ECONOMY AND PRINCIPLES OF WASTE RECYCLING IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT Ana Gundić, Astrid Zekić ENHANCING SUSTAINABLE PRACTICES IN THE NAUTICAL TOURISM SECTOR: THE MARESKILL INITIATIVE Ana Gundić, Antonio Ćurković, Lovre Marfat E-LEARNING IN NAUTICAL STUDY PROGRAMS: INSIGHTS FROM THE E-NAUT PROJECT				
	Parallel session A	Parallel session B	Parallel session C	Parallel session D	Parallel session E
	Lecture hall: O	Lecture hall: M	Lecture hall: H	Lecture hall: K	Lecture hall: L
	16:15 - 16:30 Ana Rački Marinković GREEN TRADEMARKS AND GREEN CLAIMS DIRECTIVE	Anita Grubišić, Danijela Grubišić HOLISTIC MANAGEMENT OF HERITAGE ON THE EXAMPLE OF FORTRESS OF CULTURE ŠIBENIK	Jelena Šišara, Ana Perišić, Nina Sarađen THE IMPACT OF THE COVID-19 PANDEMIC ON THE FINANCIAL PERFORMANCE OF HOSPITALITY ENTERPRISES IN ŠIBENIK-KNIN COUNTY	Danijela Perkušić Malkoč, Sanja Bašić Roguljić, Katja Rakušić Cvrtač IS GOOGLE OUT? SEARCH IN THE AGE OF SCROLLING: HOW GENERATION Z IS REDEFINING INFORMATION SEEKING?	Valentini Kožica, Lada Sartori, Petar Ivančević EDI INTEGRATION IN EXISTING ERP
16:30 - 16:45	Jelena Žaja, Sanja Shihabi BLUE ECONOMY ON SOCIAL MEDIA: CASE STUDIES FROM THE INTERREG ITALY-CROATIA PROGRAMME	Jelena Vidović, Sara Ljušaj ADVANATGES OF CRAFTS IN BUSINESS PRACTICE	Marina Lolić Čipčić, Matea Krilić THE IMPACT OF TOURISM REVENUES ON CROATIA'S GROSS DOMESTIC PRODUCT	Toma Rončević, Petar Ivančević, Dario Džale IMPLEMENTATION OF REINFORCEMENT LEARNING FOR PLAYING TETRIS	Marina Rodić, Valentini Kožica, Mario Šundov CURRICULUM DESIGN FOR MODERN WEB APPLICATION DEVELOPMENT
16:45 - 17:00	Anita Krolo Crvelin, Ivona Jukić, Laura Lara Gizdić STRATEGIC HUMAN RESOURCES MANAGEMENT FOR SUSTAINABLE ENTREPRENEURSHIP IN THE BLUE ECONOMY OF THE REPUBLIC OF CROATIA	Damir Piplica, Ante Mrčela, Silvana Zovko Marić DIGITALIZATION OF BUSINESS THROUGH EXCHANGE AND FISCALIZATION OF E-INVOICES	Andrea Mervar THE IMPACTS OF CLIMATE CHANGE ON TOURISM IN CROATIA: INSIGHTS FROM THE LITERATURE	Dario Džale, Josip Vrlić, Lada Sartori SETTING UP A CONTINUOUS INTEGRATION AND CONTINUOUS DELIVERY INFRASTRUCTURE IN A UNIVERSITY ENVIRONMENT	Mario Šundov, Marina Rodić, Valentini Kožica APPLICATION OF SYSTEMS ENGINEERING PRINCIPLES IN THE DESIGN OF LOCALLY IMPLEMENTED HIGH AVAILABILITY IT SYSTEMS
17:00 - 17:15	Irena Kiss THE ROLE OF MOTIVATION AND LEARNING QUALITY IN EDUCATION FOR ECONOMIC SUSTAINABILITY	Anita Grubišić, Antonio Britvar, Franka Grubišić DIGITAL TRANSFORMATION OF PUBLIC FINANCIAL E-SERVICES IN CROATIA: ENHANCING USER EXPERIENCE AND DRIVING COST-EFFICIENCY THROUGH ARTIFICIAL INTELLIGENCE	Mile Vičić, Marija Baburić Vranešić THE ROLE OF VIRTUAL TOURS IN TOURISM PROMOTION	Dario Džale, Tatjana Listeš, Teo Žuljević COMPARISON OF LIGHTWEIGHT KUBERNETES DISTRIBUTIONS FOR CREATING A CONTINUOUS INTEGRATION AND CONTINUOUS DELIVERY TEST INFRASTRUCTURE	Katarina Knežević THE IMPACT OF ARTIFICIAL INTELLIGENCE ON MANAGERIAL DECISION-MAKING

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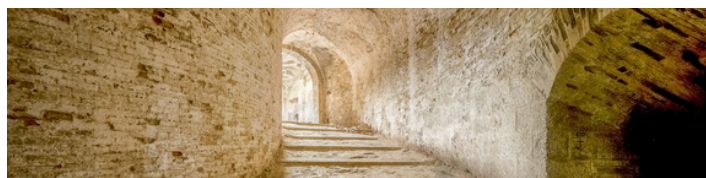
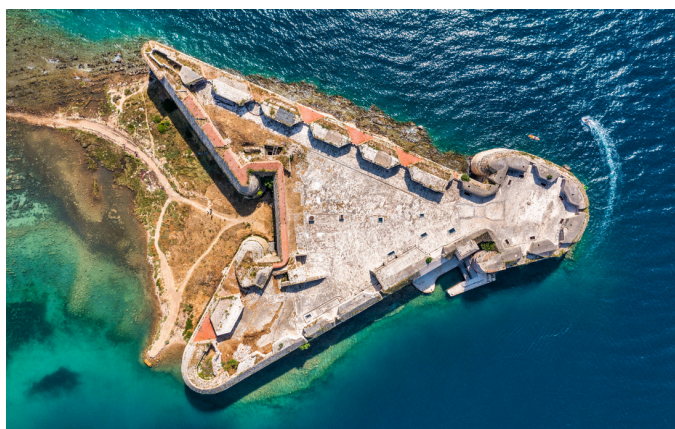
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17:15 – 17:30	Ivana Beljo, Divna Goleš, Jelena Žaja THE QUALITY OF THE TEACHING PROCESS AS AN ESSENTIAL FACTOR IN THE CONTINUOUS IMPROVEMENT OF THE SYSTEM	Jelena Dujmović Bocka, Danijela Romić CHALLENGES AND PERSPECTIVES OF PUBLIC ADMINISTRATION EDUCATION IN THE REPUBLIC OF CROATIA: PROCLAIMING ECOLOGICAL VALUES IN PUBLIC ADMINISTRATION	Sandra Mrvica Mađarac, Višnja Bartolović, Darija Ivanković STORYTELLING AS A TOURISTIC PRODUCT ON THE EXAMPLE OF REACTOR IN OSIJEK	Teo Žuljević, Tatjana Listeš, Dario Džale COLLATION CHANGES IMPACT ON DATA IN A POSTGRESQL DATABASE	Ana Jerkunica, Domagoja Buljan Barbača INTEGRATED DEVELOPMENT OF THE URBAN AGGLOMERATION OF SPLIT THROUGH THE USE OF THE ITI MECHANISM IN THE PERIOD 2014–2027
17:30 – 17:45	Dijana Mečev BRAIN DRAIN FROM CROATIA: STUDENTS' ATTITUDES AND MIGRATION INTENTIONS	Marinko Učur BUDUĆNOST GOSPODARSKIH DJELATNOSTI MORSKE TEHNOLOGIJE U UVJETIMA RADA MULTIDISCIPLINARNIH ODNOSA RADNIKA	Senka Borovac Zekan, Slađana Brajević, Stanko Marčić THE RISE OF APITOURISM: EXPLORING CROATIA'S HONEY-INSPIRED STORY	Tatjana Listeš, Teo Žuljević, Marina Rodić APPLICATION OF PRTG AND OPSGENIE TOOLS FOR EFFICIENT MONITORING OF MS SQL SERVERS	Ana Jerkunica, Domagoja Buljan Barbača IMPLEMENTATION OF THE INTELLIGENT TRANSPORT SYSTEMS (ITS) IN THE FUNCTIONAL TRAFFIC AREA OF THE CITY OF SPLIT
17:45 – 18:00				Krešimir Šodan, Lada Sartori, Darko Parić CREATING A SIMULATION ENVIRONMENT FOR THE PURPOSE OF TESTING AGAINST CYBERATTACKS USING THE GNS3 NETWORK SIMULATOR AND THE PFSense VIRTUAL FIREWALL	Luka Olivari, Ana-Mari Poljičak, Martin Bilušić, Luka Marko Bučan THE LEVEL OF DIGITALIZATION IN FLEET MANAGEMENT AND MAINTENANCE PLANNING PROCESSES IN THE REPUBLIC OF CROATIA
19:30	Svečana večera u restoranu Gradska vijećnica Gala dinner at the restaurant "Gradska vijećnica"				

Subota, 13. rujna 2025. / Saturday, 13th September 2025

IZLET NA TVRĐAVU SV. NIKOLE / VISIT TO ST. NICHOLAS FORTRESS

10:00 – 12:00

Šibenska riva – gat Krka / Pier Krka





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