

**Varazdin Development and Entrepreneurship Agency and University North**  
in cooperation with:  
**University of Aveiro**  
**Faculty of Management University of Warsaw**  
**Faculty of Law, Economics and Social Sciences Sale - Mohammed V University in Rabat**  
**Polytechnic of Medimurje in Cakovec**



## **Economic and Social Development**

68th International Scientific Conference on Economic and Social Development

### **Book of Abstracts**

Editors:

**Marco Andre da Silva Costa, Abdelhamid Nedzhad, Danijela Lucic**



ISSN 1849-7543



9 771849 754003 >

Aveiro, 24-25 May, 2021

**Varazdin Development and Entrepreneurship Agency and University North**  
in cooperation with:  
**University of Aveiro**  
**Faculty of Management University of Warsaw**  
**Faculty of Law, Economics and Social Sciences Sale - Mohammed V University in Rabat**  
**Polytechnic of Medimurje in Cakovec**

Editors:

**Marco Andre da Silva Costa, University of Aveiro, Portugal**  
**Abdelhamid Nedzhad, National School of Business and Management, Tangier, Morocco**  
**Danijela Lucic, Faculty of Humanities and Social Sciences, Zagreb, Croatia**

## **Economic and Social Development**

68th International Scientific Conference on Economic and Social Development

### **Book of Abstracts**

Due to the Covid-19 restrictions and epidemiological measures, the Program of the Conference has been scheduled online. All Sessions and Presentations have been presented via Discord platform.

Aveiro, 24-25 May, 2021

**Title** ■ Economic and Social Development (Book of Abstracts), 68th International Scientific Conference on Economic and Social Development

**Editors** ■ Marco Andre da Silva Costa, Abdelhamid Nedzhad, Danijela Lucic

**Scientific Committee / Programski Odbor** ■ Marijan Cingula (President), University of Zagreb, Croatia; Humberto Nuno Rito Ribeiro (Vice-President), University of Aveiro, Portugal; Samnur Aliyev, Azerbaijan State University of Economics, Azerbaijan; Sandra Raquel Pinto Alves, Polytechnic of Leiria, Portugal; Ayuba A. Aminu, University of Maiduguri, Nigeria; Marlene Paula Castro Amorim, University of Aveiro, Portugal; Anona Armstrong, Victoria University, Australia; Gouri Sankar Bandyopadhyay, The University of Burdwan, India; Haimanti Banerji, Indian Institute of Technology, India; Victor Beker, University of Buenos Aires, Argentina; Asmae Benthami, Mohammed V University, Morocco; Alla Bobyleva, The Lomonosov Moscow State University, Russia; Leonid K. Bobrov, State University of Economics and Management, Russian Federation; Rado Bohinc, University of Ljubljana, Slovenia; Elisabeth de Jesus Oliveira Brito, University of Aveiro, Portugal; Adnan Celik, Selcuk University, Turkey; Angelo Maia Cister, Federal University of Rio de Janeiro, Brasil; Luis Miguel Serra Coelho, University of Algarve, Portugal; Ana Alexandra Vilela Marta Rio Costa, University of Tras-Os-Montes and Alto Douro, Portugal; Antonio Augusto Costa, Lusofona University, Portugal; Marco Andre da Silva Costa, University of Aveiro, Portugal; Mirela Cristea, University of Craiova, Romania; Taoufik Daghi, Mohammed V University, Morocco; Oguz Demir, Istanbul Commerce University, Turkey; T.S. Devaraja, University of Mysore, India; Marta Alexandra da Costa Ferreira Dias, University of Aveiro, Portugal; Onur Dogan, Dokuz Eylul University, Turkey; Darko Dukic, University of Osijek, Croatia; Gordana Dukic, University of Osijek, Croatia; Alba Dumi, Vlorë University, Albania; Paula Odete Fernandes, Polytechnic of Braganca, Portugal; Maria Alexandra Soares Fontes, Polytechnic of Viana do Castelo, Portugal; Galina Pavlova Gagarinskaya, Samara State University, Russia; Mirjana Gligoric, Faculty of Economics - Belgrade University, Serbia; Mehmet Emre Gorgulu, Afyon Kocatepe University, Turkey; Klodiana Gorica, University of Tirana, Albania; Aleksandra Grobelna, Gdynia Maritime University, Poland; Liudmila Guzikova, Peter the Great Saint-Petersburg Polytechnic University, Russia; Anica Hunjet, University North, Croatia; Khalid Hammes, Mohammed V University, Morocco; Oxana Ivanova, Silyanovsk State University, Russian Federation; Irena Jankovic, Faculty of Economics, Belgrade University, Serbia; Myrl Jones, Radford University, USA; Haacer Simay Karaalp, Pamukkale University, Turkey; Dafna Kariv, The College of Management Academic Studies, Israel; Hilal Yildirim Keser, Uludag University, Turkey; Sophia Khalimova, Institute of Economics and Industrial Engineering of Siberian Branch of Russian Academy of Science, Russian Federation; Marina Klacmer Calopa, University of Zagreb, Croatia; Igor Klopotan, Medijumsko Veleuciliste u Cakovcu, Croatia; Vladimir Kovsca, University of Zagreb, Croatia; Goran Kozina, University North, Croatia; Dzenan Kulovic, University of Zenica, Bosnia and Herzegovina; Joanna Kurowska-Pysz, WSB University, Poland; Eduardo Manuel de Almeida Leite, University of Madeira, Portugal; Maria Raquel Lucas, University of Evora, Portugal; Robert Lewis, Les Roches Gruyere University of Applied Sciences, Switzerland; Ladislav Lukas, Univ. of West Bohemia, Faculty of Economics, Czech Republic; Mustapha Machrafi, Mohammed V University, Morocco; Mara Teresa da Silva Madaleno, University of Aveiro, Portugal; Liliane Cristina Segura Mackenzie, Presbyterian University, Brasil; Daniel Margaca Magueta, University of Aveiro, Portugal; Joao Jose Lourenco Marques, University of Aveiro, Portugal; Pascal Marty, University of La Rochelle, France; Vaidotas Matutis, Vilnius University, Lithuania; Carlos Alberto da Silva Menezes, University of Minho, Portugal; Daniel Francois Meyer, North West University, South Africa; Marin Milkovic, University North, Croatia; Raquel Filipa do Amaral Chambre de Meneses Soares Bastos Moutinho, University of Porto, Portugal; Abdelhamid Nedhad, Abdelmalek Essaadi University, Morocco; Gratiela Georgiana Noja, West University of Timisoara, Romania; Zsuzsanna Novak, Corvinus University of Budapest, Hungary; Tomasz Ochynowski, University of Warsaw, Poland; Barbara Herceg Paksic, University of Osijek, Croatia; Vera Pales, Universita degli Studi di Torino, Italy; Dusko Pavlovic, Libertas International University, Croatia; Jose Manuel Teixeira Pereira, Polytechnic Institute of Cavado and Ave, Portugal; Igor Pihir, University of Zagreb, Croatia; Dmitri Pletnev, Chelyabinsk State University, Russian Federation; Mirosław Przygoda, University of Warsaw, Poland; Karlis Purmalis, University of Latvia, Latvia; Nicholas Recker, Metropolitan State University of Denver, USA; Kerry Redican, Virginia Tech, Blacksburg, USA; David Nunes Resende, University of Aveiro, Portugal; Robert Rybnicek, University of Graz, Austria; Joao Carvalho Santos, Polytechnic of Leiria, Portugal; Amelia Cristina Ferreira da Silva, Polytechnic of Porto, Portugal; Ana Lorga da Silva, Lusofona University, Portugal; Aurea Sandra Toledo de Sousa, University of the Azores, Portugal; Joanna Stawska, University of Lodz, Poland; Elzbieta Szymanska, Białystok University of Technology, Poland; Katarzyna Szymanska, The State Higher School of Vocational Education in Ciechanow, Poland; Iliara Tutore, University of Naples Parthenope, Italy; Rui Jose Oliveira Vieira, IE Business School, Spain; Ilko Vrankic, University of Zagreb, Croatia; Stanislaw Walukiewicz, Białystok University of Technology, Poland; Thomas Will, Agnes Scott College, USA; Li Yongqiang, Victoria University, Australia; Peter Zabielskis, University of Macau, China; Silvija Zeman, Medijumsko Veleuciliste u Cakovcu, Croatia; Tao Zeng, Wilfrid Laurier University, Canada; Snezana Zivkovic, University of Nis, Serbia.

**Review Committee / Recenzentski Odbor** ■ Marina Klacmer Calopa (President); Humberto Nuno Rito Ribeiro (Vice-President); Ana Aleksic; Sandra Raquel Pinto Alves; Ayuba Aminu; Marlene Paula Castro Amorim; Mihovil Andjeljinovic; Josip Americ; Lidija Bagaric; Tomislav Bakovic; Sanja Blazevic; Leonid Bobrov; Ruzica Brečić; Anita Čeh Casni; Iryna Chernysh; Angelo Maia Cister; Antonio Augusto Costa; Marco Andre da Silva Costa; Mirela Cristea; Oguz Demir; Marta Alexandra da Costa Ferreira Dias; Joana Maria Costa Martins das Dores; Stjepan Dvorski; Robert Fabac; Ivica Filipovic; Maria Alexandra Soares Fontes; Sinisa Franjic; Henrique Formigoni; Fran Galetic; Mirjana Gligoric; Tomislav Globan; Anita Goltnik Urnaut; Maria Jose Angelico Goncalves; Tomislav Herceg; Irena Jankovic; Elena Jervovic; Dafna Kariv; Oliver Kesar; Hilal Yildirim Keser; Martina Dragjica Kostic; Tatjana Kovac; Vladimir Kovsca; Eduardo Manuel de Almeida Leite; Vladimir Fernandes Maciel; Mara Teresa da Silva Madaleno; Katarina Marosevic; Vaidotas Matutis; Joao Jose Lourenco Marques; Marjana Mercak Skok; Daniel Francois Meyer; Natanya Meyer; Josip Mikulic; Ljubica Milanovic Glavan; Raquel Filipa do Amaral Chambre de Meneses Soares Bastos Moutinho; Guenter Mueller; Ivana Nacinovic Braje; Zlatko Nedelko; Gratiela Georgiana Noja; Zsuzsanna Novak; Alcina Maria de Almeida Rodrigues Nunes; Aika Obadic; Claudia Ogreen; Jose Manuel Teixeira Pereira; Igor Pihir; Najla Podrug; Vojko Potocan; Dinko Primorac; Zeljka Primorac; Nuno Manuel Rosa Dos Reis; David Nunes Resende; Sanda Renko; Humberto Ribeiro; Vlasta Roska; Souhaila Said; Ana Paula Martins da Silva; Armando Javier Sanchez Diaz; Joao Carvalho Santos; Tomislav Sekur; Ana Lorga da Silva; Amelia Cristina Ferreira da Silva; Lorena Skuffic; Mirko Smoljic; Petar Soric; Mario Spremic; Matjaz Stor; Tomasz Studzieniecki; Sandrina Francisca Teixeira; Lejla Tijanic; Daniel Tomić; Boris Tusek; Rebeka Daniela Vlahov; Ilko Vrankic; Thomas Will; Zoran Wittine; Tao Zeng; Grzegorz Zimon; Snezana Zivkovic; Berislav Zmuk.

**Organizing Committee / Organizacijski Odbor** ■ Humberto Nuno Rito Ribeiro (President); Domagoj Cingula (Vice-President); Djani Bunja; Marina Klacmer Calopa; Spomenko Kesina; Erlino Koscač; Tomasz Ochynowski; Mirosław Przygoda; Sandra Raquel Pinto Alves; Michael Stefulj; Rebeka Danijela Vlahov; Sime Vucetic; Marlene Paula Castro Amorim; Marina Cristina Goncalves Guardado; Mara Teresa da Silva Madaleno; David Nunes Resende; Marco Andre da Silva Costa; Marta Alexandra da Costa Ferreira Dias; Daniel Margaca Magueta; Joao Jose Lourenco Marques; Ana Lorga Silva; Catia Rosario.

**Publishing Editors** ■ Spomenko Kesina, Mario Vrazic, Domagoj Cingula

**Publisher** ■ Design ■ Print ■ Varazdin Development and Entrepreneurship Agency, Varazdin, Croatia / University North, Koprivnica, Croatia / University of Aveiro, Aveiro, Portugal / Faculty of Management University of Warsaw, Warsaw, Poland / Faculty of Law, Economics and Social Sciences Sale - Mohammed V University in Rabat, Morocco / Polytechnic of Medimurje in Cakovec, Cakovec, Croatia

**Printing** ■ Online Edition

**ISSN 1849-7543**

The Book is open access and double-blind peer reviewed.

Our past Books are indexed and abstracted by ProQuest, EconBIZ, CPCI (Web of Science) and EconLit databases and available for download in a PDF format from the Economic and Social Development Conference website: <http://www.esd-conference.com>

© 2021 Varazdin Development and Entrepreneurship Agency, Varazdin, Croatia; University North, Koprivnica, Croatia; University of Aveiro, Aveiro, Portugal; Faculty of Management University of Warsaw, Warsaw, Poland; Faculty of Law, Economics and Social Sciences Sale - Mohammed V University in Rabat, Morocco; Polytechnic of Medimurje in Cakovec, Cakovec, Croatia. All rights reserved. Authors are responsible for the linguistic and technical accuracy of their contributions. Authors keep their copyrights for further publishing.

# CONTENTS

**THE EFFECT OF CORPORATE INCOME TAXATION ON COMPANIES FINANCIAL PERFORMANCE - LISTED COMPANIES ON EUROZONE STOCK MARKETS..... 1**  
Andreia Baptista, Fernanda Alberto, Alcina Nunes, Jose Carlos Lopes

**A REVIEW OF TIME DRIVEN ACTIVITY BASED COST IN SERVICES AND FREIGHT FORWARDING BUSINESS ..... 3**  
Bruno Pacheco, Amelia Silva, Albertina Monteiro, Sandra Raquel Alves

**CLUSTER DYNAMICS' FRAMEWORK ..... 4**  
Svitlana Magalhaes de Sousa Ostapenko, Ana Paula Africano, Raquel Meneses

**WHAT LEADS TO BRAND HATE? ANTECEDENTS AND OUTCOMES OF BRAND HATE ..... 5**  
Samar Rahi, Mehwish Ishtiaq, Hafiz Fawad Ali, Mazuri Abd Ghani

**A PROPOSAL TO USE BLOCKCHAIN TECHNOLOGY IN INNOVATION ECOSYSTEMS FOR SUSTAINABLE PURCHASES THROUGH THE PERCEPTION OF PUBLIC MANAGERS..... 6**  
Victor Andrade da Silveira, Stella Regina Reis da Costa, David Resende

**ARE FEMALE-HEADED HOUSEHOLDS IN POORER LIVING CONDITIONS THAN MALE-HEADED HOUSEHOLDS? (DETERMINANTS OF HOUSEHOLD POVERTY IN 4 DISTRICTS OF TIMOR-LESTE - EVIDENCE FROM 4 DISTRICTS OF TIMOR-LESTE) ..... 8**  
Pedro Henriques, Carlos de Deus, Vanda Narciso, Maria Raquel Lucas, Fernanda Peixe

**FAMILY OWNED BUSINESSES AND THEIR INNOVATIVE BEHAVIOR: AN THEORETICAL BACKGROUND ..... 10**  
Rafael Castro, Joana Costa

**THE BULGARIAN MODEL OF THE PROSECUTOR'S OFFICE AND THE POSITION OF THE PROSECUTOR GENERAL..... 11**  
Venelin Terziev, Marin Georgiev, Stefan Bankov, Ivan Ivanov

**STRATEGIC CHALLENGES OF TRANSNATIONAL CORPORATIONS FROM EMERGING ECONOMIES..... 12**  
Najla Podrug

<b>ACCOUNTANTS IN THE DIGITAL AGE, FROM PRIVATE TO PUBLIC SECTOR: A LITERATURE REVIEW .....</b>	<b>13</b>
Carina Ferreira, Pedro Miranda, Amelia Ferreira da Silva, Maria Jose Angelico Goncalves	
<b>PARTICIPATION OF AZERBAIJAN IN THE WTO: PROBLEMS AND PROSPECTS .....</b>	<b>14</b>
Zahid Farrux Mamedov, Khalide Bayramova	
<b>THE IMPORTANCE OF NON-FINANCIAL INFORMATION QUALITY FOR THE PERFORMANCE OF PORTUGUESE COMPANIES .....</b>	<b>16</b>
Albertina Paula Monteiro, Joana Vale Porto, Eduardo Manuel de Almeida Leite, Humberto Nuno Rito Ribeiro, Sandra Raquel Pinto Alves	
<b>WINE WITH GRAVITY: SPARKLING VS STILL WINE.....</b>	<b>17</b>
Vinko Zaninovic, Jana Katunar, Nenad Vretenar	
<b>THE IMPACT OF THE COVID 19 PANDEMIC ON THE BUSINESS OF THE EBAY PLATFORM.....</b>	<b>19</b>
Josko Lozic	
<b>COMMUNITY PARTICIPATION IN LOCAL ECONOMIC DEVELOPMENT .....</b>	<b>20</b>
Kristina Afric Rakitovac, Alen Belullo, Moris Ivancic	
<b>BLOCKCHAIN AND IMPACT INVESTMENT - CASE STUDY OF THE BLOCKCHAIN FOR ZERO HUNGER INITIATIVE AND ITS CONTRIBUTION TO THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS .....</b>	<b>21</b>
Luis Barbosa	
<b>TOURISM ENTREPRENEURS AND THEIR VISION FOR REOPENING WITH COVID-19.....</b>	<b>23</b>
Elvio Camacho, Luis Mota	
<b>THE POSSIBILITIES OF REFORMING TOURIST BOARDS INTO NEW DESTINATION MANAGEMENT ORGANIZATIONS .....</b>	<b>24</b>
Nikolina Seric Honovic, Manuela Klapan	

**IS MASS CUSTOMISATION THE PATH FOR SMALL AND MEDIUM ENTREPRISES TO GROW INTERNATIONALLY? CASE STUDY OF THE PORTUGUESE FOOTWEAR INDUSTRY ..... 26**

Maria Monteiro, Raquel Meneses

**SUSTAINABILITY DIMENSIONS ASSESSMENT: AN ESSAY FOR DOURO REGION VITICULTURE..... 27**

Ana Marta-Costa, Catia Santos

**ECONOMETRIC ASSESSMENT OF THE ASSOCIATIVE ACTIVITY OF THE REPUBLIC OF AZERBAIJAN WITH THE COUNTRIES OF THE WORLD..... 29**

Tabriz Yadigarov

**GROWING IMPORTANCE OF CREATIVE THINKING IN HIGHER EDUCATION IN THE 21ST CENTURY ..... 30**

Vilmos Vass, Arpad Papp-Vary, Melanie Smith

**COCOA MARKETS AND VALUE CHAINS: IMPLICATIONS FOR SÃO TOMÉ AND PRINCIPE ORGANIC SMALLHOLDERS..... 31**

Ibrahim Prazeres, Maria Raquel Lucas, Ana Marta-Costa

**DESIGNING A DIGITAL EDUCATION ECOSYSTEM ..... 32**

Venelin Terziev, Vladimir Klimuk

**INTERNATIONALIZATION STRATEGIES IN FAMILY BUSINESSES: MAIN TRENDS AND GUIDELINES FOR FUTURE AVENUES OF RESEARCH..... 33**

Rafael Castro, Joana Costa

**HEALTH DIPLOMACY AS A SOFT POWER TOOL OF THE PR CHINA DURING THE COVID 19 PANDEMIC..... 34**

Petar Kurecic, Vesna Haluga

**SUICIDE REPORTING IN CROATIA (A CASE STUDY: BJELOVARSKI LIST, 2009-2015) ..... 35**

Iva Rosanda Zigo, Marija Brajkovic

**TESTING FOR COMPETITION IN BULGARIA BANKING INDUSTRY: THE PANZAR-ROSSE APPROACH – NEW EVIDENCE ..... 36**

Evgeni Genchev

**CAUSALITY BETWEEN GOVERNMENT EXPENDITURE AND ECONOMIC GROWTH IN BULGARIA, ROMANIA, SLOVENIA, CROATIA AND GREECE ..... 37**

Velichka Nikolova, Angel Angelov

**HUMAN RESOURCES MANAGEMENT UNDER THE INFLUENCE OF COVID 19 PANDEMIC ..... 38**

Viera Sukalova

**THE DETERMINANTS OF COMPULSIVE BUYING: A BALKANS CASE ..... 40**

Edmond Cera, Humberto Nuno Rito Ribeiro, Sandra Raquel Pinto Alves, Gentjan Cera

# **THE EFFECT OF CORPORATE INCOME TAXATION ON COMPANIES FINANCIAL PERFORMANCE - LISTED COMPANIES ON EUROZONE STOCK MARKETS**

**Andreia Baptista**

*Coimbra Business School (ISCAC), Portugal  
andreaifilipa\_2006@hotmail.com*

**Fernanda Alberto**

*Coimbra Business School (ISCAC), Portugal  
falberto@iscac.pt*

**Alcina Nunes**

*UNIAG and Instituto Politécnico de Bragança, Portugal  
alcina@ipb.pt*

**Jose Carlos Lopes**

*Instituto Politécnico de Bragança and CICF (IPCA), Portugal  
jlopes@ipb.pt*

## **ABSTRACT**

*The performance evaluation of a company might be based on financial and non-financial factors. However, on top of the main key performance indicators is always profitability. The return on assets and the return on equity are the most used ratios/indicators used to determine financial performance. Therefore, taxation is always a factor that influences the profitability of any business. The tax burden, measured by the tax effect or by the effective tax rate, is an important factor determining the financial performance of companies listed on stock markets. The higher the tax burden (i.e., the lower the tax effect or, the higher the effective tax rate), the lower the profitability and, consequently, the financial performance. Therefore, the differences in the tax law might have an impact on profits taxation. This study aims to analyse the effect of corporate income taxation (tax effect) on return on equity (ROE) of listed companies of eurozone stock*



*markets. The data was collected from listed companies' financial statements in the Eurozone during 2018 (Orbis database). The final sample is based on 750 listed companies from several activity sectors and located in different Eurozone countries. The research results were obtained using the Ordinary Least Square (OLS) regression method. The return on equity average is approximately 12,7%. The tax effect average is approximately 71,4% (i.e., 28,6% in terms of effective tax rate). Therefore, the influence of the tax effect is significant. The results suggest that for the companies listed in the Eurozone stock market, a variation of 1% in the fiscal effect generates a 1,243% variation in the same direction of the ROE. The relationship is positive, as was expected.*

**Keywords:** *DuPont model, regression analysis, ratio analysis, return on equity, tax effect*

\*\*\*\*\*

## **A REVIEW OF TIME DRIVEN ACTIVITY BASED COST IN SERVICES AND FREIGHT FORWARDING BUSINESS**

**Bruno Pacheco**

*ISCAP, Porto Polytechnic, Porto, Portugal  
teixeraspache@hotmail.com*

**Amelia Silva**

*CEOS.PP, ISCAP, Porto Polytechnic, Porto, Portugal  
acfs@iscap.ipp.pt*

**Albertina Monteiro**

*CEOS.PP, ISCAP, Porto Polytechnic, Porto, Portugal  
amonteiro@iscap.ipp.pt*

**Sandra Raquel Alves**

*CEOS.PP, ESTG,  
Polytechnic Institute of Leiria, Leiria, Portugal  
raquel.alves@ipleiria.pt*

### **ABSTRACT**

*This paper aims to characterize and identify trends in scientific research, published in the last five years, about the application of Time Driven Activity Based Cost to services and freight forwarding business. The authors employed content analysis to perform a systematic literature review on a sample of nineteen articles, complemented by a contingency analysis. Surprisingly, none of the papers were published in any accounting journal. Furthermore, it was found that the dominant research field is health care costing. Regarding to the freight forwarding business, it was not found any material evidence specifically related to the application of Time Driven Activity Based Cost. Such evidence suggests that further research TDABC could possibly be tested and applied to the freight forwarding business.*

**Keywords:** *Systematic Literature Review (SLR), Time Driven Activity Based Costing (TDABC), Services, Freight Forwarding Business, Health Care*

## CLUSTER DYNAMICS' FRAMEWORK

**Svitlana Magalhaes de Sousa Ostapenko**

*Faculdade de Economia,  
Universidade do Porto, Porto, Portugal  
sousaosapenko@gmail.com*

**Ana Paula Africano**

*Faculdade de Economia,  
Universidade do Porto, Porto, Portugal  
apa@fep.up.pt*

**Raquel Meneses**

*Faculdade de Economia,  
Universidade do Porto, Porto, Portugal  
up233177@g.uporto.pt*

### **ABSTRACT**

*The present research aims to present a framework for clusters dynamics. Cluster Life Cycle the most prominent theory that analyses the evolution of clusters was chosen as a ground for its development. Main sages of CLC were identified as Emergence, Growth, Maturity, Decline and Renewal, accounting that the cluster's evolution does not necessarily will happen in this sequence. But nevertheless, every stage of CLC has its own characteristics and parameters of identification. Within the elaborated model the following parameters were allocated: Number of Firms and Employees, Cluster Brand, Innovation, Network, Policies and Regulations, External Markets & FDI. Considering changes within the cluster according to these parameters makes it possible to identify the stages of its CLC. Finally, the Model of Identification of CLC stage was provided which will be used in further empirical research.*

**Keywords:** *Cluster, Cluster Life Cycle, Cluster evolution, CLC stages, CLC parameters, Model of CLC Identification*

\*\*\*\*\*

## **WHAT LEADS TO BRAND HATE? ANTECEDENTS AND OUTCOMES OF BRAND HATE**

**Samar Rahi**

*Hailey College of Banking & Finance,  
University of the Punjab, Lahore, Pakistan  
sr\_adroit@yahoo.com*

**Mehwish Ishtiaq**

*Hailey College of Banking & Finance,  
University of the Punjab, Lahore, Pakistan*

**Hafiz Fawad Ali**

*University of Okara, Pakistan*

**Mazuri Abd Ghani**

*Universiti Sultan Zainal Abidin Terengganu, Malaysia*

### **ABSTRACT**

*The purpose of this study is to investigate the concepts of brand hate. It presents the antecedents and outcomes of brand hate. The study demonstrates five components namely corporate social responsibility (CSR), product/service failures (FAL), negative past experience (NPE), symbolic incongruity (SIC), and ideological incompatibility (IDC) to trigger brand hate, which leads to two behavioral outcomes namely brand avoidance (BAV) and negative word of mouth (NWM). The study shows that corporate social responsibility (CSR) is negatively related to brand hate. Four components Product/Service failures, Negative past experience, Symbolic incongruity, and Ideological incompatibility are positively related to brand hate. Brand hate is positively related to two outcome variables Brand avoidance and Negative word of mouth. Prior studies have focused either on antecedents or the outcomes of negative feelings but do not include a comprehensive model that addresses these issues. The population of this study comprises individual living in three large*

*cities of Pakistan. The data will be collected using survey questionnaire based on convenience sampling approach. Smart PLS software will be used to data analyse.*

**Keywords:** *Brand hate, Corporate social responsibility, Brand avoidance, Negative word of mouth, Symbolic incongruity, Ideological incompatibility*

\*\*\*\*\*

## **A PROPOSAL TO USE BLOCKCHAIN TECHNOLOGY IN INNOVATION ECOSYSTEMS FOR SUSTAINABLE PURCHASES THROUGH THE PERCEPTION OF PUBLIC MANAGERS**

**Victor Andrade da Silveira**

*Universidade Federal Fluminense,  
Rua Miguel de Frias, 9, Niterói – RJ, Brasil  
victorsilveira@id.uff.br*

**Stella Regina Reis da Costa**

*Universidade Federal Fluminense,  
Rua Miguel de Frias, 9, Niterói – RJ, Brasil  
stella@ufrj.br*

**David Resende**

*University of Aveiro, ESTGA/GOVCOOP/PICTIS,  
Aveiro, Portugal  
david@ua.pt*

### **ABSTRACT**

*The success of organizational processes is increasingly related to sustainable innovation. The concern with sustainable public purchases has been gaining strength over the years. However, several barriers are found to implement this practice. The lack of*

*transparency, traceability, trust and ethics, corruption, centralization of information, too much bureaucracy, among other problems, make it difficult to achieve social objectives through government acquisitions. At the same time, blockchain advances as technology part of the innovation of industry 4.0 and as a proposal to solve these difficulties. The aim of the study was to identify the perception of public procurement managers on the use of information systems with characteristic features of this technology, in order to reduce these barriers and elaborate a proposal for the use of blockchain in open innovation systems. The research developed is qualitative, quantitative, and applied, being carried out through the application of a structured questionnaire to purchasing managers using the 92 prefectures of the State of Rio de Janeiro, located in Brazil, with subsequent analysis through descriptive statistics. The results of this work present relevant findings for public procurement through innovation and blockchain technology with the possibility of tracking the entire supply chain, allowing the verification of possible environmental and social damages such as the use of child or slave labor, the use of deforestation wood, counterfeit products, unethical agents, in addition to providing more transparency to the process of acquisition. The resulting proposal could facilitate sustainable acquisitions and serve as a guide for government managers to go beyond economic interests.*

**Keywords:** *sustainable procurement, public sector, blockchain, smart contract, innovation 4.0*

\*\*\*\*\*

**ARE FEMALE-HEADED HOUSEHOLDS IN  
POORER LIVING CONDITIONS THAN MALE-  
HEADED HOUSEHOLDS? (DETERMINANTS  
OF HOUSEHOLD POVERTY IN 4 DISTRICTS  
OF TIMOR-LESTE - EVIDENCE FROM 4  
DISTRICTS OF TIMOR-LESTE)**

**Pedro Henriques**

*Economy Department, Évora University and Mediterranean  
Institute for Agriculture, Environment and Development,  
Portugal*

**Carlos de Deus**

*Universidade Nacional de Timor-Leste, Timor-Leste*

**Vanda Narciso**

*Independent researcher and CETRAD,  
Travessa da Bota, 15 / 7000-542 Évora, Portugal*

**Maria Raquel Lucas**

*Management Department, Évora University and CEFAGE,  
Portugal*

**Fernanda Peixe**

*Economy Department, Évora University and CEFAGE,  
Portugal*

**ABSTRACT**

*Achieving sustainable economic growth with a focus on combating poverty has become a key development goal for governments around the world. According to the UN, most of the world's poor live in rural areas, are young, have no formal education, and work in agriculture. Female-Headed Households are largely associated with deprivation and poverty, however, the relationship between gender and poverty is a complex, controversial, a debatable issue. Against this background this*

*study has two main folds: find evidence on linkages of whether gender affects, or not, poverty and attempts to identify the determinants of poverty in four districts of Timor-Leste (Aileu, Bobonaro, Covalima, and Ermera) having different ecological, agricultural and socioeconomic characteristics. This study uses Timor-Leste's 2014 census data to construct a Standard of Living Index that reflects on people's permanent income, which can be seen as a poverty proxy, and later to explore the determinants of poverty and estimates the likelihood that a household has to be poor. The data is analyzed by both descriptive statistics and econometric analysis techniques. Location, education level, and sector of employment of the household head are among the key determinants of the households' standard of living. Despite the vulnerable characteristics of the female-headed household, the results do not provide evidence to support the claim that female-headed households are poorer than male-headed. Maybe this is because of the difference in other demographic and socio-economic factors leaving space for further research.*

**Keywords:** *Poverty, determinants of poverty, gender, Timor-Leste*

\*\*\*\*\*



## **FAMILY OWNED BUSINESSES AND THEIR INNOVATIVE BEHAVIOR: AN THEORETICAL BACKGROUND**

**Rafael Castro**

*University of Aveiro, DEGEIT- Department of  
Economic, Management, Industrial Engineering and Tourism,  
Portugal  
rafaelluiscastro@ua.pt*

**Joana Costa**

*University of Aveiro, DEGEIT- Department of  
Economic, Management, Industrial Engineering and Tourism,  
Portugal  
joanacosta@ua.pt*

### **ABSTRACT**

*Family-owned businesses have been a hot topic in the academic community in recent years in which there has been a great focus on studying these types of firms. The literature reveals contrast finding regarding family-owned businesses and their innovative behavior as their propensity to create new innovation output. The aim of the theoretical background is to analyse in which ways innovation has an impact on family-firms and what is expected from them. We try to uncover the main state of the art and what hinders family businesses in their innovation strategies and why innovation must be perceived as a vehicle to economic prosperity and survival.*

**Keywords:** *family involvement, innovation, family business*

\*\*\*\*\*

## **THE BULGARIAN MODEL OF THE PROSECUTOR'S OFFICE AND THE POSITION OF THE PROSECUTOR GENERAL**

**Venelin Terziev**

*Georgi Rakovski Military Academy, Sofia, Bulgaria  
University of Rousse, Rousse, Bulgaria  
Kaneff University Hospital, Rousse, Bulgaria  
vkterziev@gmail.com*

**Marin Georgiev**

*Kaneff University Hospital, Rousse, Bulgaria  
clementon@abv.bg*

**Stefan Bankov**

*Ministry of Interior, Sofia, Bulgaria  
smbankov14@gmail.com*

**Ivan Ivanov**

*Kaneff University Hospital, Rousse, Bulgaria  
isivan@abv.bg*

### **ABSTRACT**

*The independence of the Prosecutor General of any Member State of the European Union is extremely important with a view to comply with the legal framework and the rule of law. It lays the foundations of trust in the judiciary and the fundamentals of statehood, creates a sense of law and legal order. That is why it is highly important in the context of the present to outline the control of the activity of the Prosecutor General in the exercise of his powers, clearly emphasizing that the Bulgarian Prosecutor General is not out of control in his powers. The legal powers of the Prosecutor General of the Republic of Bulgaria are even more limited than the powers of analogous figures in the legal systems of other EU countries. The Prosecutor General exercises his powers only in exceptional cases and according to previously prescribed legal procedures.*

**Keywords:** *Prosecutor's Office of the Republic of Bulgaria (PORB), Results, Combating Crime, Trends*

## STRATEGIC CHALLENGES OF TRANSNATIONAL CORPORATIONS FROM EMERGING ECONOMIES

**Najla Podrug**

*Faculty of Economics and Business University of Zagreb,  
Trg J. F. Kennedyja 6, 10 000 Zagreb, Croatia  
npodrug@efzg.hr*

### **ABSTRACT**

*For the first time in 2020, there are more Chinese corporations on the Fortune Global 500 list than American corporations. The objective of this paper is to analyze transnational corporations from emerging economies. Their most common corporate advantages are related to entrepreneurial agility, flexibility / responsibility, and business experience in demanding business environments. A large number of these corporations have developed the brand and technology in an unconventional way and joint investments with transnational corporations originating from developed countries are an important driver for the acquisition of technological knowledge. The paper also emphasizes important category of transnational corporations from emerging economies - state-owned corporations. Specific challenges faced by transnational corporations from emerging economies are presented in detail.*

**Keywords:** *transnational corporations, transnationality index, emerging economies, strategic challenges, impact*

\*\*\*\*\*

# ACCOUNTANTS IN THE DIGITAL AGE, FROM PRIVATE TO PUBLIC SECTOR: A LITERATURE REVIEW

**Carina Ferreira**

*Porto's Higher Institute of Accounting and Administration,  
Portugal  
2190038@iscap.ipp.pt*

**Pedro Miranda**

*Higher Institute of Accounting and Administration of Porto,  
Portugal  
2110426@iscap.ipp.pt*

**Amelia Ferreira da Silva**

*CEOS.PP, Polytechnic of Porto, Portugal  
acfs@iscap.ipp.pt*

**Maria Jose Angelico Goncalves**

*CEOS.PP, Polytechnic of Porto, Portugal  
mjose@iscap.ipp.pt*

## **ABSTRACT**

*Organizations are being reinvented due digitalization and the age of disruption is announced by accounting scholars. This article aims to describe how the topic of Digitalization of Accounting has been integrated in research agenda, both in private and public sector. By applying the systematic literature review methodology, we provide an overview of the research on the topic, identify the methodologies and main contributions of the studies published in the web of science, between 2015 and 2020. This study concludes that the digital skills of professionals are the crucial factor in the development and implementation of emerging technologies in organizations. It also concluded that the optimistic perspective is dominant, i.e., digital transformation is an opportunity for accounting and accounts more than it is a threat. The paper contributes to the definition of new research questions.*

**Keywords:** *Accounting, Emerging Information Technologies, Digitalization, Systematic Literature Review*

## **PARTICIPATION OF AZERBAIJAN IN THE WTO: PROBLEMS AND PROSPECTS**

**Zahid Farrux Mamedov**

*Director of «Organization and Management of Scientific  
Activity» Department,  
Azerbaijan State University of Economics (UNEC),  
İstiqlaliyyat 6, Baku, Azerbaijan  
zahid.mammadov@unec.edu.az; prof.zahid.mamed@gmail.com*

**Khalide Bayramova**

*Associate Professor at  
Azerbaijan State University of Economics (UNEC), Azerbaijan  
xalida.bayramova@gmail.com*

### **ABSTRACT**

*The changes that took place in the world after 1991, as well as the intensified development of the process of globalization in various fields, greatly influenced both the international position of Azerbaijan and the internal situation in the country. In connection with a fundamentally new course towards "opening" the Azerbaijani economy and its integration into the system of world economic relations, liberalization of all forms of foreign economic activity, the urgency of the problem of ensuring the national interest of Azerbaijan in the context of globalization increases. The problem of ensuring foreign economic security for the national interest of Azerbaijan in the context of globalization is not presented in detail in the works of domestic authors. The lack of full-fledged scientific papers on the above issues determines the need to consider these problems within the framework of the work. Globalization and national interests attract the attention of not only state bodies, but also a researcher of academic institutions and universities in Azerbaijan. This topic is relevant throughout Azerbaijan for everyone interested in the public economy. The growing interest in Azerbaijan's foreign trade is observed abroad, as well as in a number of international organizations, including those in which Azerbaijan does not yet*

*participate (for example, the WTO). Although joining the WTO has now become one of the priority tasks (from the point of view of national interest) of the country's government. Naturally, the relevant issues are extremely relevant, taking into account also their significance and the prospective impact of one or another of their solutions on our economy. Accordingly, the author's goal - to determine measures to ensure the national interests of Azerbaijan in international economic relations - defines the scientific tasks that he set for himself: study of the regulation of our foreign trade; consideration of the problems of Azerbaijan's relations with the WTO. This work has a novelty in many works of Azerbaijani scientists, Azerbaijan's membership in the WTO was considered mainly from a political point of view, and not an economic one. Our work focuses on the pros and cons of Azerbaijan's participation in the WTO, unresolved issues and prospects. Particular attention is paid to the problems of Azerbaijan's accession to the WTO, taking into account both its increased relevance and the expected impact of this step on the domestic economy. We believe that this work will be useful to everyone who is interested in Azerbaijan's national security, foreign and trade policy.*

**Keywords:** *Globalization and national interests, WTO, foreign and trade policy of Azerbaijan*

\*\*\*\*\*

# **THE IMPORTANCE OF NON-FINANCIAL INFORMATION QUALITY FOR THE PERFORMANCE OF PORTUGUESE COMPANIES**

**Albertina Paula Monteiro**

*Porto Accounting and Business School,  
Polytechnic of Porto, CEOS.PP, Portugal  
amonteiro@iscap.ipp.pt*

**Joana Vale Porto**

*Porto Accounting and Business School,  
Polytechnic of Porto, Portugal  
joanaandrea2805@hotmail.com*

**Eduardo Manuel de Almeida Leite**

*Higher School of Technology and Management,  
University of Madeira, CiTUR, Portugal  
eduardo.leite@staff.uma.pt*

**Humberto Nuno Rito Ribeiro**

*GOVCOPP, ESTGA, University of Aveiro, Portugal  
hnr@ua.pt*

**Sandra Raquel Pinto Alves**

*CEOS.PP, ESTG,  
Polytechnic Institute of Leiria, Leiria, Portugal  
raquel.alves@ipleiria.pt*

## **ABSTRACT**

*Financial reporting and accounting are moving away from traditional procedures and increasingly covering non-financial information. This study aims to analyse the importance of non-financial information quality for successful decision making and, consequently, for relevant non-financial performance. An online questionnaire was developed and applied to managers of Portuguese companies. The evaluation of the theoretical model*

*was performed using the statistical software AMOS, applying the structural equation model technique. Based on a sample of 381 Portuguese companies, the results provide enough evidence to suggest that non-financial information quality contributes positively to non-financial performance, increasing the odds of managers' decisions to be made successfully. The existing literature is mainly focused on the quality of financial information, while this study can be considered seminal, as it empirically demonstrates that non-financial information quality contributes favourably to the success of companies in Portugal.*

**Keywords:** *Non-financial information quality, Decision-making success, Performance evaluation, Non-financial performance, Portugal*

\*\*\*\*\*

## **WINE WITH GRAVITY: SPARKLING VS STILL WINE**

**Vinko Zaninovic**

*University of Rijeka,*

*Faculty of Economics and Business, Croatia*

*vinko.zaninovic@efri.hr*

**Jana Katunar**

*University of Rijeka,*

*Faculty of Economics and Business, Croatia*

*jana.katunar@efri.hr*

**Nenad Vretenar**

*University of Rijeka,*

*Faculty of Economics and Business, Croatia*

*nenad.vretenar@efri.hr*

### **ABSTRACT**

*Since its introduction by Jan Tinbergen in the late 1960s, the gravity model has become one of the most widely used models in empirical international trade analysis. The object of research in*



*this paper is the wine trade due to the many changes it has faced in the last two decades, such as the globalization of the wine market and the increased competitiveness caused by the emergence of the "New World countries" in the world wine market. The aim of this paper is to use this proven model to answer some new questions: What are the differences between sparkling wine and still wine with respect to the variables of the gravity model and what are the explanations for these differences. In our paper, we quantify answers to these questions by developing augmented gravity model that includes a set of standard gravity model variables, such as gross domestic products of trading partners and bilateral distance, contiguity, as well as additional variables such as regional trade agreements (RTA), cultural "proximity" represented with a dummy for common/similar language, and historical relations represented with colonial ties. Using the Poisson Pseudo-Maximum Likelihood Estimator, we estimate different versions of gravity models for both exports and imports. The results show that RTA, historical ties and cultural proximity have different effects on trade in sparkling wine compared to trade in still wine. In the paper, we explain the reasons for these differences.*

**Keywords:** *gravity model, sparkling wine, still wine, wine trade, wine imports, wine exports*

\*\*\*\*\*

## THE IMPACT OF THE COVID 19 PANDEMIC ON THE BUSINESS OF THE EBAY PLATFORM

**Josko Lozic**

*University North*

*Trg dr. Žarka Dolinara 1, Koprivnica, Croatia*

*jlozic@unin.hr*

### **ABSTRACT**

*The aim of this paper is to analyse the business results of the eBay platform at the time of the global Covid 19 pandemic. The economic crisis, globally, has hit all industrial sectors. At the same time, lockdown has contributed to greater online shopping and online platforms. The eBay platform is the largest global auction platform and the oldest of the existing online platforms. The analysis of the business result of the platform, as well as the trend of the number of customers, will determine the impact of the pandemic on the business result of the platform as well as the relationship between sales revenue on the platform and the trend of the number of users. The research covers the financial results for the last few years as well as the trend of the number of users before and during the pandemic. The results of the research will be the basis for comparison with the results of the business results survey of other online platforms in order to more easily draw conclusions about the impact of the pandemic on online businesses.*

**Keywords:** *Covid 19, online auction, platform economy, zero marginal cost*

\*\*\*\*\*

## COMMUNITY PARTICIPATION IN LOCAL ECONOMIC DEVELOPMENT

**Kristina Afric Rakitovac**

*Associate Professor at Juraj Dobrila University of Pula,  
Faculty of Economics and Tourism “Dr. Mijo Mirković”,  
Croatia*

**Alen Belullo**

*Associate Professor at Juraj Dobrila University of Pula,  
Faculty of Economics and Tourism “Dr. Mijo Mirković”,  
Croatia*

**Moris Ivancic**

*City of Vodnjan, Croatia*

### **ABSTRACT**

*Sustainable rural development is based on the preservation and balanced development of environmental, social and economic capital. A necessary precondition of sustainable rural development is the participatory involvement and networking of relevant stakeholders. The participatory process results in many benefits for local communities (e.g. more democratic local governance, better response to stakeholders’ needs, improved efficiency of public services, etc.). The purpose of the paper is to elaborate the importance of participatory approaches in the process of revitalisation and sustainable development of rural areas. The aim of the paper is to identify development opportunities and constraints for local development viewed from the perspective of external stakeholders. The paper presents the results of the empirical research intended to identify the development opportunities and constraints of the City of Vodnjan – Dignano, a small town in the rural parts in Croatia, from the external stakeholders’ perspectives. The research has involved three groups of external stakeholders (respondents from the two main economic activities, i.e. agriculture and tourism and from civil sector). The research showed various development*

*opportunities and constraints, as well as the willingness of local stakeholders to become more involved in development processes. The research results contribute to a better understanding of the importance and long-term benefits of community participation in local development.*

**Keywords:** *community participation, sustainable development, rural areas, small towns*

\*\*\*\*\*

## **BLOCKCHAIN AND IMPACT INVESTMENT - CASE STUDY OF THE BLOCKCHAIN FOR ZERO HUNGER INITIATIVE AND ITS CONTRIBUTION TO THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS**

**Luis Barbosa**

*CICANT, Universidade Lusófona do Porto, Porto, Portugal  
luisbarbosa33@gmail.com*

### **ABSTRACT**

*The technological evolution that is taking place is drastically changing the way individuals, companies and governments operate, leading to social transformation. In a global context of alert to climate change and many of the irreparable damage to the planet, and to extremely serious social situations resulting from drought, war and other calamities, it is necessary to find alternatives for sustainable development and instruments that facilitate the implementation of actions to respond to global humanitarian needs. In terms of public and private management, policies aimed at sustainable development, environmental protection and the improvement of the quality of life and well-being of citizens have been gaining prominence. Impact investing, a disruptive financial mechanism, is managing to attract more and more followers. The paradigm shift is becoming more visible*

*with the realization that something has to change in the concept of capitalism. Blockchain is a new technology that can be considered a new type within the Internet. The “Building Blocks Application” is one of the best expressions of systems based on blockchain technology for humanitarian purposes today. The main beneficiaries are refugees. Considering that environmental and social sustainability are two unavoidable themes of today, in this paper we analyse how blockchain interrelates with impact investing, especially to support the achievement of the United Nations Sustainable Development Goals. In terms of methodology, we anchored our research in the exploratory study and case study methods. So, in this exploratory study the main inference is the extraordinary benefit provided by the combination of the two tools – blockchain and impact investment - in social action such as the refugee aid. We believe that the combination of blockchain with impact investment can play a highly relevant role in achieving the Sustainable Development Goals, and thereby have a positive contribution to social and environment sustainable development.*

**Keywords:** *Blockchain, Climate Change, Impact Investment, Social Impact, Sustainable Development Goals*

\*\*\*\*\*

## **TOURISM ENTREPRENEURS AND THEIR VISION FOR REOPENING WITH COVID-19**

**Elvio Camacho**

*CITUR-Madeira; University of Madeira, Colégio dos Jesuítas,  
Rua dos Ferreiros, 9000-082 Funchal, Portugal  
elvio.camacho@gmail.com*

**Luis Mota**

*Universidade Europeia, Quinta do Bom Nome,  
Estr. da Correia 53, 1500-210 Lisboa, Portugal,  
CITUR-Madeira; University of Madeira, Colégio dos Jesuítas,  
Rua dos Ferreiros, 9000-082 Funchal, Portugal  
Lsoaresmota@gmail.com*

### **ABSTRACT**

*Since 2020, the pandemic created by COVID-19 has led to the opening and alternately closing of the world. These are moments of great reflection on sustainable ways of operationalizing tourism and providing safety in tourist destinations. This study aimed to register the entrepreneurs' opinions in the accommodation sector on Madeira Island challenged with an opening scene after the first wave of the pandemic and to compare it with how tourism was reactivated. In the responses of 76 business managers, the position that the reopening of tourism should have given priority to the most relevant markets, corresponding with the tourist profile in Madeira, stands out, instead of focusing on regional and national tourism. However, if the regional government were to intervene and impose rules for opening accommodation, or in a coordinated opening, even though the majority agreed, 26% to 34% spoke out against these actions. It should be noted that entrepreneurs demonstrated a willingness to invest in disinfection devices and to improve operating procedures in favour of better hygiene and protection for guests and employees. During the months following the reopening, it was found that no government restrictions were imposed, with the entrepreneurs themselves adapting the different*

*openings of hotel units according to their respective vision of the evolution of the market, having reopened 87.3% of the units in the market. Occupancy rates evolved to approximately 30% in the months from August to October, with the promotion policy for national and regional markets having an effect, where the drop registered in July to October was 27%, against 75% international markets.*

**Keywords:** *Accommodation, COVID-19, lodging, tourism, recovery scenario, 1st wave*

\*\*\*\*\*

## **THE POSSIBILITIES OF REFORMING TOURIST BOARDS INTO NEW DESTINATION MANAGEMENT ORGANIZATIONS**

**Nikolina Seric Honovic**

*University of Rijeka,  
Faculty of Tourism and Hospitality Management,  
Primorska 42, p.p. 97, 51410 Opatija, Croatia  
nseric@fthm.hr*

**Manuela Klapan**

*University of Rijeka,  
Faculty of Tourism and Hospitality Management,  
Primorska 42, p.p. 97, 51410 Opatija, Croatia  
mbuskulic1993@gmail.com*

### **ABSTRACT**

*Due to numerous economic crises, the competition has intensified and new trends, which dictate the structure of tourism management, have emerged. This indicates the need to find new methods on how to organize territorial units. One of the possibilities is to create destination management organizations (DMOs). They represent the latest concept of organized destination management and involve all stakeholders at the level*

*of both public and private sector. The aim of this paper is to present the possibilities and ideas on merging the existing tourist boards into new destination management organizations. The Republic of Croatia divides its territory into counties and each of these counties has a large number of tourist boards. Zadar County (one of the leading tourist counties in the Republic of Croatia) has been chosen as an example and we have presented the reorganization possibilities in order to achieve market advantages through marketing leadership and the ability to create partnerships with local businesses, services and public sector agencies. An in-depth interview was conducted with the director of the County Tourist Board. This enabled us to gain a better insight into the organizational management structure of the county and we found out more about further organization plans. The purpose of this paper is to present the characteristics, operations and increased market competitiveness, in relation to other tourist areas, which would be created by applying the DMO model. This paper suggests that each DMO can have a unique strategic aim, a different process in developing specific forms of tourism and implemented projects, which would lead to larger competitiveness and a better market recognition. DMOs can mutually form competitive units that could through synergic actions, offer a unique experience to the tourists during their stay in the county.*

**Keywords:** *competitiveness, destination management organization, Republic of Croatia, tourist board, Zadar County*

\*\*\*\*\*



# **IS MASS CUSTOMISATION THE PATH FOR SMALL AND MEDIUM ENTREPRISES TO GROW INTERNATIONALLY? CASE STUDY OF THE PORTUGUESE FOOTWEAR INDUSTRY**

**Maria Monteiro**

*School of Economics and Management of University of Porto,  
University of Porto, Porto, Portugal  
mariatbmonteiro@gmail.com*

**Raquel Meneses**

*School of Economics and Management of University of Porto,  
University of Porto, Porto, Portugal  
raquelm@fep.up.pt*

## **ABSTRACT**

*This study intends to understand if mass customisation can be an internationalisation opportunity for small and medium enterprises, considering their specific characteristics. Literature approach and the exploratory investigation indicate how customisation can be an option, but with some constrains, such as the entrepreneur's profiler. Flexibility is the key element joining both small and medium-sized companies and the proposed strategy. As far as technology importance goes, both theoretical and exploratory research suggest different perspectives. Nonetheless, this study considers having an important input in today's status quo of Portuguese footwear companies' technological investments. In terms of internationalisation matters, companies may have some leverage for this strategy when networks and price strategies suggested by authors are considered. As all these features were analysed, customisation can be an internationalisation option for Portuguese companies, although it is recognised there is some time to grow before opting for mass scale. The method chosen for this study is systematic combining, which allowed both theoretical and practical data to grow simultaneously. The investigation went direction/redirection in order to answer its*

*own needs. This method allows adding perspectives (active data) that were not considered at the beginning of the investigation. It allowed it to have a broader view on small and medium sized companies' advantages and disadvantages and how mass customisation could work. The entrepreneurs play a critical role, and grey entrepreneurs appear to be the most significant limitation.*

**Keywords:** *Entrepreneur, Mass customisation, SMEs, SME internationalisation, Portuguese footwear industry*

\*\*\*\*\*

## **SUSTAINABILITY DIMENSIONS ASSESSMENT: AN ESSAY FOR DOURO REGION VITICULTURE**

**Ana Marta-Costa**

*University of Trás-os-Montes e Alto Douro (UTAD),  
Centre for Transdisciplinary Development Studies (CETRAD),  
Portugal  
amarta@utad.pt*

**Catia Santos**

*CoLAB Vines&Wines - National Collaborative Laboratory for  
the Portuguese Wine Sector, Associação para o  
Desenvolvimento da Viticultura Duriense (ADVID), Portugal  
catia.santos@advid.pt*

### **ABSTRACT**

*Social concerns about the impact of agricultural production on public health and environment parameters and the requirements for farm cost-effectiveness make the sustainability assessment as a fundamental tool for the decision making. This study provides a comparative analysis of the triple bottom line of the sustainability for the three Douro sub-regions following an adaptation of the Framework for the Evaluation of Natural Resource Management*

*Systems Incorporating Sustainability Indicators (MESMIS). Data were collected from Douro wine-farms through 110 face-to-face inquiries distributed by Baixo Corgo, Cima Corgo and Douro Superior sub-regions. The work aims to establish which sub-region are the most sustainable in each economic, environmental and social dimensions, identifying the indicators which best contribute to its sustainability as well as the more unfavourable indicators where improvements can be made. Analysis of the findings leads to confirm an empirical trend of the conflict between the economic and environmental dimensions. Through the evaluation of the relationship between the same indicators per sub-region of Douro and considering the average value from Douro as the reference, we found that Cima Corgo and Baixo Corgo are the most profitable and dominates the economic indicators. Cima Corgo is superior on social dimension too. Douro Superior has a weaker structure than the others, but expresses the most favourable environmental aspects, with low chemical costs and also the managers of their farms have lower literacy levels. The sub-region with the best values that balance the various dimensions of sustainability in its farms can guide sustainable solutions to be adopted for the viticulture systems in mountainous contexts.*

**Keywords:** Douro sub-regions, MESMIS, sustainability indicators, wine sector

\*\*\*\*\*

## **ECONOMETRIC ASSESSMENT OF THE ASSOCIATIVE ACTIVITY OF THE REPUBLIC OF AZERBAIJAN WITH THE COUNTRIES OF THE WORLD**

**Tabriz Yadigarov**

*Institute of Economics of ANAS,  
Department "Globalization and International Economic  
Relations", Azerbaijan Republic  
tabrizyadigarov65@gmail.com*

### **ABSTRACT**

*Since economics emerged relatively late from other mainstream disciplines, it naturally benefited from their methodological and conceptual advances. This means that there are objectively associative relationships between economics and other sciences. The main attention in the article is paid to this aspect, as an object of research, to the assessment of the associative activity of the Republic of Azerbaijan with the countries of the world. In the context of globalization of the world economy, the method of associative optimization of economic management is of particular importance for assessing the associative activity of each country with the world. For this, the analysis and evaluation of indicators expressed in different units of measurement, allows you to get more optimal results in the study. Based on the specific weights of the main foreign trade partners of any country, it is possible to analyze and evaluate the associative activity with the surrounding world in accordance with the entropy, the amount of information and its usefulness. The article, to one degree or another, clarifies the problems of associative economics, explains the methodology for analyzing and evaluating foreign trade using entropy - a measure of uncertainty. The article also analyzes the associative activity of the Republic of Azerbaijan with key partner countries in export-import operations, and also estimates the impact of the entropy of foreign trade on the partial entropy, calculated as the share of GDP in socio-economic indicators, in the applied software Eviews.*

**Keywords:** *associative economy, amount of information, entropy of socio-economic indicators, model adequacy, regression equation*

## **GROWING IMPORTANCE OF CREATIVE THINKING IN HIGHER EDUCATION IN THE 21ST CENTURY**

**Vilmos Vass**

*Budapest Metropolitan University, Hungary  
vvass@metropolitan.hu*

**Arpad Papp-Vary**

*Budapest Metropolitan University, Hungary  
apappvary@metropolitan.hu*

**Melanie Smith**

*Budapest Metropolitan University, Hungary  
msmith@metropolitan.hu*

### **ABSTRACT**

*In this study, we analyse the growing importance of creative thinking in higher education. The central argument is that creativity is at the heart of knowledge economy and successful life. We aim specifically to characterize domain-specific creative thinking, especially focusing on different methodological phenomena of changing domains. In the first part of the paper, we introduce the contextual background and define relevant key concepts (skills gap, creative thinking, transversal skills, soft skills, changing domains), then we explain conceptual changes and the growing complexity of creative thinking. In the second part, we analyze some research data from focus group interviews at Budapest Metropolitan University. The findings put great emphasis on teachers' personality, interactive teaching methods and learning atmosphere. Finally, we conclude our thoughts posing some questions and dilemmas.*

**Keywords:** *creative thinking, knowledge economy, soft skills, transferable skills*

\*\*\*\*\*

## **COCOA MARKETS AND VALUE CHAINS: IMPLICATIONS FOR SÃO TOMÉ AND PRINCIPE ORGANIC SMALLHOLDERS**

**Ibrahim Prazeres**

*Center for Advanced Studies in Management and Economics  
(CEFAGE), Centre for Transdisciplinary Development Studies  
(CETRAD), Portugal  
gibaedy@gmail.com*

**Maria Raquel Lucas**

*University of Évora and Center for Advanced Studies in  
Management and Economics, (CEFAGE), Portugal  
mrlucas@uevora.pt*

**Ana Marta-Costa**

*University of Trás-os-Montes e Alto Douro (UTAD,  
Centre for Transdisciplinary Development Studies (CETRAD),  
Portugal  
amarta@utad.pt*

### **ABSTRACT**

*Cocoa is one of the main goods in the world agricultural trade markets, occupying the third position in exports. The paper introduces the cocoa value chain worldwide, its asymmetries, and the supply and value chain specific to the São Tomé and Príncipe (STP) organic cocoa. It aims to understand this value chain's internal and external tensions and analyse its potential to be inserted in the international markets. The study uses panel data analysis from the FAOSTAT database. The tensions mentioned are due to the asymmetries of international markets and those regarding the production of organic cocoa in STP. At the level of STP and, despite measures to support organic production as a valuable alternative to the country's development strategy, imbalances in the value chain persist that compromise the livelihoods of small producers responsible for most of production exported and the sustainability of the ecosystem.*

**Keywords:** *International markets, value chain, organic cocoa smallholders, São Tomé and Príncipe (STP)*

## DESIGNING A DIGITAL EDUCATION ECOSYSTEM

**Venelin Terziev**

*Georgi Rakovski Military Academy, Sofia, Bulgaria  
University of Rousse, Rousse, Bulgaria  
Kaneff University Hospital, Rousse, Bulgaria  
vkterziev@gmail.com*

**Vladimir Klimuk**

*Baranavichy State University, Republic of Belarus  
klimuk-vv@yandex.ru*

### ABSTRACT

*The aim of this scientific publication is to examine the challenges for the digital education ecosystem in a crisis situation caused by COVID 19. In the current aggravated situation, with introduced movement restrictions around the world, the most important step to instant and high-quality adaptation of the educational system is to make it flexible. This will allow gaining complete and necessary knowledge, introducing the maximum variety of forms and methods of teaching and the technical perfection of teaching equipment. The modern trend of digital transformation of the branches of the socio-economic system determines the urgent need for the operational adaptation of the educational environment to the professional and additional needs of society, technical modernization and the priorities of social and economic development. A change in the management of education is needed in order to find solutions for the modernization of education in a digital environment in which the quality of education is maintained at a level corresponding to the socio-economic processes.*

**Keywords:** *Digital education ecosystem, COVID 19, Social policy, Learning environment*

\*\*\*\*\*

# INTERNATIONALIZATION STRATEGIES IN FAMILY BUSINESSES: MAIN TRENDS AND GUIDELINES FOR FUTURE AVENUES OF RESEARCH

**Rafael Castro**

*University of Aveiro, DEGEIT- Department of Economic,  
Management, Industrial Engineering and Tourism, Portugal  
rafaelluiscastro@ua.pt*

**Joana Costa**

*University of Aveiro, DEGEIT- Department of Economic,  
Management, Industrial Engineering and Tourism, Portugal  
joanacosta@ua.pt*

## **ABSTRACT**

*This study aims at researching the effect of family involvement in internationalization strategies. The current state of literature in this field shows that family businesses are one of the most important typologies of businesses for the world economy. They are responsible for most of the Small and Medium sized firms representing a crucial role for regional and social sustainability. We adopted a systematic literature approach as it seeks to analyze and synthesis all the literature in this field. We performed a quantitative and qualitative assessment of 44 indexed published articles . The research regarding family businesses has been vastly explored. Nevertheless, there is still a lack of knowledge regarding their internationalization strategies.. Our results point to a lack of proper frameworks and theories that fully explain the unique characteristics of these firms in their international expansion. We add to the literature by identifying the main research avenues used in the literature, the predominant strategies used by family businesses and the need to produce new policies and frameworks hoping it could change the perceived value of family businesses by policymakers.*

**Keywords:** *family involvement, internationalization, family businesses*



## HEALTH DIPLOMACY AS A SOFT POWER TOOL OF THE PR CHINA DURING THE COVID 19 PANDEMIC

**Petar Kurecic**

*University North,  
Trg dr. Zarka Dolinara 1, Koprivnica, Croatia  
petar.kurecic@unin.hr*

**Vesna Haluga**

*University North,  
Trg dr. Zarka Dolinara 1, Koprivnica, Croatia  
vehaluga@unin.hr*

### **ABSTRACT**

*Health diplomacy, in times of any crisis, is an important component of the foreign policy of world powers with the aim of spreading its geopolitical influence around the world. Since the advent of the COVID-19 virus in late 2019, it has been shown that health systems, even developed countries, have not been prepared to respond adequately to the challenges posed by the coronavirus. We aim to determine whether the People's Republic of China (hereafter: the PR China), which was even publicly named by the then US President Trump as the source of the infection, calling the COVID-19 virus a "Chinese virus", seems to be exploiting the global health situation, activating its health diplomacy on a global level as the so-called "soft power" tool for spreading its influence around the world. The European Union (hereafter: the EU), but also the United States of America (hereafter: the USA), only a few months after the outbreak of the crisis, practically remained trapped in their own inertia. On the other hand, the PR China apparently has used every opportunity to expand and strengthen its geopolitical influence through health diplomacy. While the whole of Europe was in complete lock-down, there is no country in Europe that China did not supply with protective equipment, often donating certain quantities. The result of such a health approach, and in the context of the current situation, we*

*can say the “vaccine diplomacy” is a delay in the delivery of vaccines, the only possible solution to the crisis, which again puts the EU in an unfavorable economic and geopolitical position. The focus of this paper is to analyze how the PR China, in the context of the COVID-19 crisis, uses its health diplomacy as a “soft power” diplomatic tool and what this means for China’s future geopolitical positioning.*

**Keywords:** *COVID-19, pandemic, health diplomacy, soft power, the PR China, the EU, hegemony*

\*\*\*\*\*

## **SUICIDE REPORTING IN CROATIA (A CASE STUDY: BJELOVARSKI LIST, 2009-2015)**

**Iva Rosanda Zigo**

*University North,*

*Trg dr. Žarka Dolinara 1, 48000 Koprivnica, Croatia*

*irosandazigo@unin.hr*

**Marija Brajkovic**

*University North,*

*Trg dr. Žarka Dolinara 1, 48000 Koprivnica, Croatia*

*mabrajkovic@unin.hr*

### **ABSTRACT**

*The topic of suicide reporting in Croatia was explored by the method of content analysis of the weekly journal Bjelovarski list, covering the publication period between 2009 and 2015. We discovered a total of 55 articles that were viewed through the prism of the guidelines on suicide reporting issued by the World Health Organization, aiming to evaluate the level of observance of these guidelines within the journalistic practice. The starting point of the research was the empirically-based expectation that the guidelines were likely to be inadequately applied, and this hypothesis was questioned – and finally confirmed – across three*

*fundamental questions and fourteen supplementary questions used in the design of the Analytical Matrix. The content extracted from the sample was categorized and quantified accordingly and subjected to qualitative analysis that produced answers to all individual questions. The results of this research can be taken to point to a lower degree of negative media trends as opposed to the overall media space in Croatia and provide an indication, or a relative measure to the existence of more alarming trends in more recently founded publications that lack the tradition and cultural standing of Bjelovatski list. In that sense, this research project has the value of a pilot project that invites broader, all-encompassing research into suicide reporting in Croatia.*

**Keywords:** *suicide, textual content, sensationalism, media literacy*

\*\*\*\*\*

## **TESTING FOR COMPETITION IN BULGARIA BANKING INDUSTRY: THE PANZAR-ROSSE APPROACH – NEW EVIDENCE**

**Evgeni Genchev**

*Trakia University, Bulgaria  
evg\_gen2000@abv.bg*

### **ABSTRACT**

*This paper evaluates the level of competition in the Bulgarian banking sector using the Panzar-Rosse H statistic. Three versions of the empirical model were the estimated-pooled regression model, fixed effect model, and random effect model. The dataset used in the analysis covers more than 90% of the country's banking sector for the period 2013–2019. H-statistics is the lowest value (0,688) using Pooled OLS model, but this model is the least reliable. The H-statistics obtained from other two models are 0,707 for the random and 0,788 and fixed effect model. The three versions of the empirical models support the*

*hypothesis of monopolistic competition in the Bulgarian banking market. Based on the H-statistic, the most important factor for banks with a positive influence on interest income is the banking size. We tested the validity of the P-R model in the sense that the Bulgarian banking market is in the long-run equilibrium.*

**Keywords:** *bank competition, H-statistic, The Panzar-Rosse approach, Bulgaria*

\*\*\*\*\*

## **CAUSALITY BETWEEN GOVERNMENT EXPENDITURE AND ECONOMIC GROWTH IN BULGARIA, ROMANIA, SLOVENIA, CROATIA AND GREECE**

**Velichka Nikolova**

*University of National and World Economy (UNWE),  
Department of Economics,  
Sofia, 8th December str., 1700, Bulgaria  
vnikolova@unwe.bg*

**Angel Angelov**

*University of National and World Economy (UNWE),  
Department of Finance,  
Sofia, 8th December str., 1700, Bulgaria  
angelov@unwe.bg*

### **ABSTRACT**

*The present study focuses on examining the relationship between government expenditure and economic growth within five selected Balkan countries (Bulgaria, Romania, Slovenia, Croatia and Greece) for the period from the first quarter of 2000 to the third quarter of 2020. On the one hand, the presence of a long-term cointegration relationship is examined by the Johansen cointegration test, which leads to the conclusion that such a relationship exists in all analyzed countries. On the other hand,*

*the study tests causality between expenditure and growth in the short-term using the Granger causality test. The results obtained show some heterogeneity between countries. However, the results for most of the analyzed countries confirm a unidirectional causality from economic growth to government expenditure. The study emphasizes the need to look for a different approach to public finance management that would contribute to a higher rate of economic growth in these Balkan countries.*

**Keywords:** *causality, cointegration, economic growth, government expenditure*

\*\*\*\*\*

## **HUMAN RESOURCES MANAGEMENT UNDER THE INFLUENCE OF COVID 19 PANDEMIC**

**Viera Sukalova**

*University of Zilina in Zilina,  
Univerzitna 1, 01026 Zilina, Slovakia  
viera.sukaloval@fpedas.uniza.sk*

### **ABSTRACT**

*Businesses operate in an environment that changes every day. Monitoring and early detection of changes in the external environment, which may have a negative impact on the company, is considered the first prerequisite for its protection and increased resilience. Although the company is unable to influence the crisis environment, it can mitigate, control and minimize the effects of crisis situations on the operation of the company through positive thinking and actions of top and crisis management. There are modifications in the field of legislation, quality standards, continuous improvement of technology, or social values; in addition, businesses are currently affected by the Covid 19 pandemic. The pandemic has had a significant impact on businesses; represents a significant intervention in the current management of human resources, there has been a major change*

*in the transfer of number of work activities to the online sphere. During the pandemic, human resource management became an even more important part of any company, as many employees had to stay home, significantly reducing not only their contact with each other, but also the overall ability of the company's management to manage employees. Businesses thus strive to replace personal contact with various forms of people management that take place in the online sphere. A pandemic represents a new risk at work, which also affects the working conditions of employees. At present, HR professionals take care, among other things, of the health of employees or ensure sufficient communication between the employer and the employee regarding the company's current measures. The aim of the article is to analyse current changes in human resource management on the example of a critical infrastructure company in terms of personnel management functions.*

**Keywords:** *Human resources, Management, Pandemic, Work*

\*\*\*\*\*

## **THE DETERMINANTS OF COMPULSIVE BUYING: A BALKANS CASE**

**Edmond Cera**

*Department of Business Administration,  
Faculty of Management and Economics,  
Tomas Bata University, Zlin, Czech Republic  
ecera@utb.cz*

**Humberto Nuno Rito Ribeiro**

*GOVCOPP, ESTGA, University of Aveiro, Portugal  
hnr@ua.pt*

**Sandra Raquel Pinto Alves**

*CEOS.PP, ESTG, Polytechnic Institute of Leiria, Leiria,  
Portugal  
raquel.alves@ipleiria.pt*

**Gentjan Cera**

*Department of Business Administration,  
Faculty of Management and Economics,  
Tomas Bata University, Zlin, Czech Republic,  
Faculty of Economic and Agribusiness, Agricultural University  
of Tirana, Albania  
gcera@ubt.edu.al; cera@utb.cz*

### **ABSTRACT**

*The level of education of consumers and, in particular, the attention that is being paid to consumer culture, have increased the expectations and demands for contemporary evidence, such as the use of credit cards, or financial advice. Furthermore, consumer willingness for embracing E-banking platforms is increasing. Using a causal approach, with this research, it has become possible to investigate the behavior towards the use of credit cards and the impact on what is called the "compulsive buying" of the Albanian consumer. This approach also takes into account demographic variables. This study begins with a*

*discussion of the existing literature, from which several factors that were considered valuable to be studied on the Albanian consumer framework were taken into account. Hypotheses were then formulated and developed, followed by a description of the method used and finally a discussion on the analysis of the results. The study uses primary data as well as secondary data. The primary data was collected from a structured questionnaire, which was handed to various individuals, from students to professionals in various fields, including employees of several banks in Tirana, who were very willing to answer the questionnaire. Secondary data was collected from various published sources, namely economic journals, various scientific publications, and economic books. The findings of this research suggest that credit card cost of usage, buying behavior, and attitudes towards the use of credit cards, positively and significantly affect individual's compulsive buying behavior.*

**Keywords:** *Credit Card, Compulsive Buying, Electronic Money, Financial Literacy, Online Banking, Balkans*

\*\*\*\*\*





**govcopp**  
universidade de aveiro  
research unit in governance,  
competitiveness and public policies