

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



Economic and Social Development

7th ITEM Conference - "Innovation, Technology, Education and Management" and
67th International Scientific Conference on Economic and Social Development

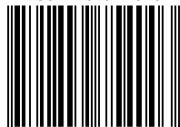
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Editors:

Damira Djukec, Igor Klopotan, Luka Burilovic



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Sveti Martin na Muri, 29-30 April, 2021

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BULGARIAN PROSECUTOR'S OFFICE – PROTECTION ACTIVITIES TO THE PROSECUTOR GENERAL

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ABSTRACT

The Bulgarian Prosecutor's Office shall ensure that legality is observed by bringing charges against criminal suspects and supporting the charges in indictable cases; overseeing the enforcement of penalties and other measures of compulsion; taking action for the rescission of unlawful acts and for restoration in urgent cases of unwarrantedly exercised right, contested also by another; taking part in civil and administrative suits whenever required to do so by law. The present study is aimed at making a brief analysis of the protection activities to the Prosecutor General and at finding an answer to the new challenges facing the Bulgarian Prosecutor's Office.

Keywords: *Activities, Bulgarian Prosecutor's Office, Implementation, Prosecutor General*

WELL-BEING AND HEALTHCARE CONCERNS CHANGES DURING COVID-19 PANDEMIC

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ABSTRACT

COVID-19 has brought massive changes in the way people communicate and interact with each other and, especially how they get in touch with relevant well-being and healthcare information and tools. Therefore, well-being and healthcare providers have become increasingly important in the COVID-19 crisis, as people turned their attention to taking care of their health on all levels. Given this context, a content analysis was conducted to unravel the critical points in trends related to well-being and healthcare during the COVID-19 pandemic. Significant findings show a more comprehensive coverage of changing behaviors related to emotional and physical well-being. These results show an increased focus on elements related to well-being, wellness, exercise, and veganism, because of the particular context created by the COVID-19 outbreak. These findings prove that well-being providers can now ride the wave of change by making sure to model these new behaviors into positive long-term behaviors.

Keywords: *communication, COVID-19, online platforms, wellness*

THE INFLUENCE OF ACCOMMODATION STRUCTURE AND AFFILIATION TO THE INTERNATIONAL HOTEL CHAINS ON PERFORMANCE OF TOURISM DESTINATIONS ON THE CASE OF CROATIAN COASTAL DESTINATIONS

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ABSTRACT

Study aims to examine the relationship between performance of tourism destinations and its accommodation structure, namely the share of hotel in total accommodation capacities, and the share of internationally affiliated in total hotel capacities. Destination performance model was created as a composite index based on the combination of 8 indicators that cover economic, social, and environmental impact of tourism on a destination. Performance model is tested on the sample of 30 Croatian destinations. Finally, share of hotel in total accommodation and share of internationally affiliated capacities in total hotel capacities are tested against the measured destination performance via Pearson correlation coefficient. The research shows stronger link between the share of hotels, than international affiliation, with destination performance, where the later is even found to have some minor, yet statistically insignificant, negative correlation with environmental indicators. Tourism destination performance model developed in this paper is supply oriented and adjusted for micro destinations. In that sense, it differs from most of the practical destination performance/competitiveness measurement models that have been designed in a very comprehensive way for macro destinations (countries). Model can be applied to help destination

managers in assessing strong and critical points of a micro destination, as well as managing its development. The specific accommodation structure in Croatia with relatively high share of so-called private accommodation and domination of sun&beach product in sampled destinations point to the need for a model and findings of this research to be tested on other types of micro destinations.

Keywords: *accommodation structure, destination competitiveness, destination performance measurement model, international hotel affiliation*

EXAMINING FACTORS INFLUENCE INDIVIDUAL BEHAVIOUR TO CONTINUE USE OF MOBILE SHOPPING APPS WITH THE INTEGRATION OF TECHNOLOGY ACCEPTANCE MODEL AND BRAND AWARENESS

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ABSTRACT

The purpose of this study is to examine factors which influence individual behaviour to continue use of mobile shopping Apps. In these research components of technology acceptance model (TAM) and brand awareness facets are used as independent variables. Two elements of TAM perceived ease of use (EOU) and perceived usefulness (USF) have shown positive influence on customer satisfaction (SAT). Therefore, three elements of brand awareness such as PBA, PBR, and PRA indicate positive influence on customer satisfaction (SAT). A wide range of research on brand awareness has been published, but little is

discussed about factors which influence individual behaviour in continuance intention (INT) with the integration of technology acceptance model. The population of this study consists individual working in education and business sectors across the Pakistan. The data will be collected using survey questionnaires built on constructs items and demographic information of the respondents. For data analysis, the Structural Equation Modeling (SEM) approach will be used.

Keywords: *Brand Awareness, Satisfaction, Continuance Intention, Technology acceptance model*

EMPIRICAL ANALYSIS OF PUBLIC DEBT AND CREDIT ACTIVITY IMPACT ON ECONOMIC GROWTH IN THE REPUBLIC OF CROATIA

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ABSTRACT

The aim of this paper is to identify debt forms that have a significant impact on GDP trends in the Republic of Croatia and to determine to what extent and in which direction certain forms affect GDP. A multiple linear regression model for the period

2005-2018 has been developed to answer the question of the impact on GDP of increasing or decreasing public and foreign debt and loans to households and companies. The results of the research indicate a strong positive correlation between GDP and loans to households and a negative correlation between GDP and public debt. The variable of loans granted to companies is not significant in the model. The results of the research indicate the necessity of a change in fiscal policy in the direction of using debt in the function of financing capital investments as the foundation of technological progress, productivity growth and related economic growth.

Keywords: *economic growth, GDP, regression analysis, debt*

THE MOROCCAN ECONOMIC DIPLOMACY AFTER COVID-19

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ABSTRACT

This article aims to meet the challenges of the new post-Covid-19 economic diplomacy in a context of economic recovery, the objective would be to retrace the actions taken by the Morocco towards its allies as well as to highlight the opportunities to be seized in order to reposition Morocco in international trade flows. In this sense, the role of public and private actors should not be neglected to promote a better image of an open and attractive Morocco and to ensure active strategic monitoring in

their countries of assignment in relation to the actions undertaken by the main competing countries hence the importance of being part of an active economic intelligence system in the post-covid-19 era.

Keywords: *Economic Diplomacy, Covid-19, State, Economic intelligence, International relations, vaccine Covid-19, Moroccan State*

CAPITAL MARKET VS. REAL ESTATE MARKET – INVESTMENT ASPECT

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ABSTRACT

The basic goal of this paper is to compare the Croatian capital market and the real estate market from the perspective of a potential investor. For this purpose, a sample of shares from the Zagreb Stock Exchange was selected as a representative of the

capital market, and different types of real estate were selected as a representative of the real estate market. The investor aspect involves a portfolio approach to determine the relationship between expected rates of return and risk, and this is done here by setting efficient frontiers. By comparing the efficient frontiers for these two markets, it was found that the real estate market allows more efficient investments, and it is located northwest of the efficient frontier composed of investing in stocks. Moreover, a specific declining form of the efficient frontier of real estate investments has been established, suggesting the possibility of achieving higher rates of return with lower rates of risk.

Keywords: Capital market, Real estate market, Efficient frontier

LIMITATIONS OF LIABILITY FOR DAMAGE CAUSED BY ACTS OF PUBLIC VIOLENCE

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ABSTRACT

Liability for damage is based under certain conditions or in accordance with certain rules. The legal order sometimes sets greater or lesser limits on the institution of liability for damage, although all the conditions of liability are satisfied. In some cases, they are particularly accentuated, such as the situation in a special case of liability for damage caused by acts of public violence. In these situations, the state often has the position of a liable entity for compensation for damage caused to citizens as a result of terrorist acts, public demonstrations or manifestations and other forms of public violence. These phenomena represent the challenges of the modern world. Taking into account the different classification of limits of liability for damage in the legal

literature, limitations of liability for damage caused by acts of public violence include limits regarding the heads of damages ("subject limits"), limits regarding the injured parties entitled to compensation ("personal limits") and other limits (voluntary, limits in time and other). Starting from the analysis of this case, in this paper the author will examine, through scientific methods, the hypothesis whether the set limits on liability caused by acts of public violence in domestic law, in principle, correspond to comparative law and observed international and regional legal documents (regardless of the different models of indemnification of victims). The author's findings are affirmative. In addition, he concludes that the limits of liability are possible on the basis of the legislative policy of the state as long as they are not in conflict with the constitutional norms and as long as there is a balance between the interests of the victim and liable entity. The analysis showed that there is a mutual connection between the so-called subject and personal limits. Also, certain de lege ferenda proposals have matured with regard to the degree of development of tort law. In addition to the theoretical analysis, the scope of compensation and the circle of persons entitled to compensation in this particular case are also of practical importance for obtaining compensation before the courts.

Keywords: *acts of public violence, limitations regarding the injured parties, limitations of liability for damage, limitations regarding the heads of damages*

NASCENT CONSUMER BEHAVIORS IN THE PLATFORM ECONOMY DURING COVID-19 PANDEMIC

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ABSTRACT

The global economy has been severely impacted by the COVID-19 pandemic. A crucial condition causes human behavior to shift in unexpected ways, with certain aspects of behavior irreversible. The COVID-19 pandemic is not a typical crisis, and numerous steps were implemented to monitor disease transmission, involving complete and then partial lockdown. Since all aspects of the economy are intricately interconnected with public health initiatives and lockout, this culminated in economic instabilities in the nations, indicating a shift in market dynamics. Strict shutdown steps have also influenced everyday life, including consumer digital behavior. Given the increased usage of digital channels in this context, the aim of this paper is to examine the effect of the COVID-19 pandemic on consumer behavior, with a specific emphasis on the platform economy. The study adds to the literature that has been reviewed by reinforcing reports and surveys on changing consumer behavior in platforms. To begin, consumer behavior and the platform economy have been defined. To achieve our goal, we divided platforms into four business models, in which various digital platforms were explored across the economy and the results were presented.

Keywords: *Consumer behavior, COVID-19, digital behavior, platform economy, transaction platforms*

DOMESTIC AND INTERNATIONAL CHALLENGES IN HIGHER EDUCATION

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ABSTRACT

The scientific article examines the challenges facing higher education related to demographic problems and the quality of process management. Free movement and a single educational space are changing the attitudes, especially of young people, and their choice of where to pursue their education. A change in education management is needed to find solutions to deficits and to build a model of 'engaged universities' in which the quality of education is maintained at a level corresponding to the social and economic processes.

Keywords: *Higher education, Demography, Human resources, Quality*

PROCESSES OF GLOBALIZATION - NEGATION OF IDENTITY

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ABSTRACT

Cultural tourism is being promoted as an increasingly attractive tourist segment, and thus is becoming more and more interesting, both for researchers and for creators of economic development policies who recognize this area as a significant national economic resource. Even less economically developed nations that continuously lag behind in economic development and national economic competitiveness are developing strategies to attract tourists by promoting their cultural heritage. During the last two decades, intensive scientific and professional activities have been initiated in order to explore the role and authenticity of cultural tourism, and with that its importance in the context of national development strategies. The world is rapidly becoming more integrated, and local developments are increasingly linked to politics and economics. Globalization has had significant impacts on tourism. The dynamics of globalization are also causing continuous changes in tourism (Buhalis, 2001). Therefore, in order to understand the strong link between globalization and tourism, we need to clarify the various concepts we offer through tourism. In fact, the emergence of globalization, provides suitable conditions for promoting tourism.

However, along with this fact, a competitive advantage will also be created between more developed countries and the least-developed countries in the race to compete for their share, and will result in an imbalance between supply and demand. Countries that offer recognizable and authentic tourism products are able to benefit the most. A tourism-oriented country like Croatia will, with very little change in terms of globalization, or only a brief globalization-related change, have opportunities for development and will not lose out. In most scientific discussions, it is clear that continual re-examination is taking place regarding the extent and nature of the real share of experience in tourism that is based on the element of national identity. This paper, on the example of the Croatian economic ecosystem that is going through multiple transformation processes catalyzed by transition, globalization and global crises, explores the relationship between national identity, both ethnic and national in the context of defining cultural tourism. In addition, the determinants of different identities in the plural context of today's societies are examined on an interdisciplinary basis. As a result, it offers recommendations on how identities are created and differentiated, what forms them, and which institutions participate in this process. By using the example of globalization in Croatia, we will attempt to establish arguments for globalization and cultural identity being able to go hand-in-hand.

Keywords: *cultural tourism, identity strategies, national identity, globalization*

CIRCULAR ECONOMY - A BUSINESS MODEL WHICH LEANS TOWARDS A COHERENT LOW-CARBON ECONOMY FOR BATTERY WASTE FROM ELECTRIC CARS

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ABSTRACT

Road transport accounts for approximately one quarter of total global greenhouse gas emissions into the atmosphere, which ranks it second in terms of the rate of emissions into the atmosphere, right behind electricity and heat production. To address this problem, more and more users are choosing to replace their traditional internal combustion engines with battery-powered electric vehicles. The problem in this arises with the increased generation of hazardous waste because of battery waste from electric vehicles. This initiative raises certain issues, among which the one related to the issue of worn-out electric batteries can be highlighted. In the process of battery production, various raw materials and minerals are used which raise the price of the batteries themselves, but also huge amounts of natural resources such as water. Furthermore, after their lifespan, batteries become an environmental issue that requires a great deal of attention because they can cause environmental pollution. The problem that we encounter today with the batteries is that there is the endeavor to create independence from countries rich in raw materials for battery production and reduce the burden on primary production, while on the other hand the

complexity of the recycling process makes the whole process questionable, which often requires alternative solutions. One of these solutions is the reuse of worn-out batteries. It is in this segment that the implementation of a new business model is required – a business model which leans towards a coherent low-carbon circular economy that will create a new value chain for its products. The low-carbon closed-loop business model should integrate the threefold goals of positive impact on people, planet and profit. Such a model needs to be developed based on regulation, stakeholder cooperation, research, investment, and incentives leading to global sustainable development goals.

Keywords: *Battery waste, circular economy, electric batteries, value chain*

THE TRADE-OFF BETWEEN INTERNATIONAL ACCOUNTING CONVERGENCE AND IFRS IN-COUNTRY ADJUSTMENTS

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ABSTRACT

The problem of reaching international accounting convergence has enticed voluminous research, and evidence suggests that adoption of International Financial Reporting Standards (IFRS) or IFRS-based accounting models, per se, may be insufficient. Institutionalists underline the possibility of decoupling. This has motivated the preparation of this longitudinal and qualitative study using Portugal as an exemplar, to assess the perceptions of tax officials towards the International Accounting Standards Board (IASB) model and, more particularly, the perceived need to adjust IFRS to different national contexts and cultural traditions. Interviews with nine tax officials were conducted at two strategic moments: in 2009, just before formal adoption of an IFRS-based model in Portugal, in force from 1 January 2010

onwards; and in 2017, one year after the IFRS model adopted had already undergone a second round of in-country adaptations. The results obtained in this study suggest high receptivity towards IFRS adjustments when applied to the Portuguese accounting system, despite some individuals surveyed acknowledged a negative impact on the convergence of national standards with IFRS. The perceived need to overcome important national constraints on the adoption of IFRS in Portugal appeared to overpower the pursuit of an ideology of de facto convergence, which is, arguably, compatible with the phenomenon of decoupling.

Keywords: *Harmonization/Convergence, International Financial Reporting Standards (IFRS), Portuguese Accounting System, Accounting Change, Perceptions*

DATING PLATFORM TINDER AT THE TIME OF THE COVID 19 PANDEMIC

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ABSTRACT

Production capitalism, in the context in which Marx describes it, lasts for almost 150 years and reaches its peak at the end of the 20th century. The development of the Internet and the digitalization of the production system had a decisive influence on the gradual disappearance of production capitalism, i.e. its migration to the east. We associate capitalism with the emergence of modernity and industrialization, post-capitalist society is developing in parallel with postmodern and post-industrial society. The 21st century and post-industrial society are bringing about fundamental changes in social relations in all areas of life.

Classic partner-connecting agencies from the analog era have replaced digital platforms from the post-industrial era. Tinder has become the largest global partner merger platform. The aim of this paper is to analyse the financial results of Tinder in the last five years, and to analyse the impact of the Covid 19 pandemic on the trends in the number of users on the platform.

Keywords: Covid 19, dating, platform economy, Tinder, zero marginal cost

DEVELOPMENT OF THE PUBLIC RELATIONS MODEL

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ABSTRACT

In modern business conditions, when the most efficient information is exchanged via the Internet, public relations significantly changed its role in virtually every company on the planet. Public relations are considered part of the promotion tool within the marketing mix. The development of information technologies has enabled a new role in public relations, which

becomes a very important function of management. There are several reasons for this and the most important is the fact that every company is not an isolated island but part of the wider social environment. Public relations, especially in online conditions, are not only important but a regular managerial activity. The public relations department is still the main organizer of all after-sales activities, but in coordination with the management. Hence, the development of the public relations model is analysed. The paper constructs a model that is appropriate to the needs of today's companies that allows mutual education between companies and the relevant environment, called the information-educational model. The further development of the public relations model will depend on the development of the economy and information and communication technology sector (ICT).

Keywords: *Public Relations, Model, Organization, Management*

THE PRINCIPLE OF GOOD FAITH AS LEGAL AND MORAL STANDARD

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ABSTRACT

The paper deals with the principle of good faith from a legal, ethical, and linguistic aspect. The existence and application of this principle is compared in different branches of law, legislation, judiciary, and legal practice in general. The concretization of this principle in the provisions of the Civil Obligations Act, the General Tax Act, the Companies Act and some other acts and positive regulations as well as its application in the judiciary is analysed. Some solutions are elaborated from the ethical aspect, and the impossibility and logical contradiction of insisting on this principle in individual cases is commented on. The expression of the principle itself is considered from the linguistic aspect, both chronologically and diachronically, and the nomotechnical analysis of the inclusion of the notion of good faith in Croatian legal terminology is given. A part of the paper gives an overview of the application of the principle of good faith in the legislations of the countries from which Croatia has taken certain legal solutions, as well as the etymology and method of translation from English and German. The paper also looks at the correlation of terms with terms of Roman law, i.e. with translations from Latin. In conclusion, the paper argues on the need to review the adequacy of recent definitions of this principle

in modern legal texts and the need for its contextualization in accordance with current codes of ethics and deontological rules on the basis of which it is necessary to redefine the scope of the good faith legal principle. The paper also emphasizes the views of the authors who themselves question the adequacy of the principle of good faith in certain legal provisions.

Keywords: *bona fides, moral norms, the principle of good faith, civil obligations, fair trial*

ENERGY CRISIS MANAGEMENT IN THE 21ST CENTURY

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ABSTRACT

It is not a common phrase nowadays to state that we are in an energy crisis, which creates panic and chaos. Nevertheless, state of the art brings to the public knowledge that we can talk of an energy crisis since the beginning of this century. The energy crisis, despite some attempts, is something that persists and gets worse. The explanation for this might be that there is no broad understanding of the complex causes and solutions for the energy crisis. Therefore this research attempts to address this matter and work on the causes of the energy crisis and look for potential solutions to survive the climate change battle, enhanced by the COVID-19 pandemics. The literature on this subject is limited and sometimes scarce or difficult to obtain. This paper aims to focus on the management of the energy crisis in the context of

recent events, taking into account the limited capacity of the traditional sources of energy or the expensive utilization of “unconventional” sources of energy. It also considers their resilience, reliability, and accessibility in the context of climatic, security, technological, geopolitical or social challenges.

Keywords: *Innovation, Energy Crisis, Climate Change, COVID-19*

IMPACT OF MACROENOMIC VARIABLES ON PRIVATE EQUITY INVESTMENTS IN CROATIA

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ABSTRACT

Private equity is an alternative source of finance which is provided outside of public markets to start-ups, young companies at an early stage of development and companies with high levels of growth potential. Furthermore, private equity and venture capital funds represent an important link and integration with the real economy and the financial system. They are growing significantly due to investment diversification and yield potential. The positive effects of private equity and venture capital investments on the economy are visible through the impact on innovation, creation of new companies, economic growth, corporate governance, employment etc. Despite the significant growth of private equity investments in the last decade in Europe,

there are huge differences in private equity activities in European countries, particularly in countries of Western, Central and Eastern Europe. One of the main reasons for this is the shorter presence of the private equity industry in CEE countries. Many authors have addressed the impact of various factors, economic (GDP, inflation, interest rates, unemployment, market capitalization) and non-economic (corruption, economic freedom, investor protection, property rights index) on private equity investments in the US and Europe. The research about the impact of different economic and non-neconomic factors on private equity investments in Croatia does not exist. Due to this, the aim of this paper is to explore which variables affect the private equity investments in Croatia for the period from 2007 to 2017. The research results show how gross domestic product and corruption have a statistical significant impact on private equity investments in Croatia, while interest rate and inflation do not show statistical significance.

Keywords: *Croatia, Economic variables, Non-economic variables, Private equity, Private equity investments*

ANALYSIS OF TOURISM MOTIVES AND PREFERENCES CHARACTERISTICS OF GENERATION Y

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ABSTRACT

Tourism is undergoing significant changes, primarily due to changes in the habits of tourists who require innovative experiences of traveling and staying in a particular destination in accordance with their own affinities and preferences. Generation Y, people who were born from 1986 to 2002, make 40% to 50% of the world travels. Because of it, the purpose of this paper is to find out their motives and preferences before they choose some destination to travel to as well as when they once arrived in it. Research problem was to answer questions about how often and for how long members of generation Y travel, with whom they travel, why they travel, what they do at their destination, how much they spend, what affects their choice of destination, how do they get information about the destination, and how do they reserve individual travel items. Research was conducted in 2019,

before coronavirus changed tourism all over the world. The data was collected through the social networks. The results have shown that Croatian citizens of the generation Y travel most frequently within their country, and are the most usually motivated by gaining new experiences and the cost of arriving to a destination. One of the main suggestions for the future researches is to do this research again during COVID-19 crisis because travelers motives and preferences are different now than they were when this research were made a year before coronavirus.

Keywords: *tourist destinations, tourist demand, travel motives and preferences, generation Y*

A PROPOSAL OF SPECIALISED PORTFOLIO ALLOCATION MODELS AT THE VOLUNTARY PENSION FUNDS IN CROATIA

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ABSTRACT

Many of today's non-financial professionals search for liquidity, security and growth in personal wealth and investments. More than ever, it is important to divide competition and security when

promoting optimal long-run net returns at an acceptable level of risk. The voluntary open-end pension funds in the Republic of Croatia, as one of the most suitable options, are necessary for a sustainable and balanced fiscal and monetary system that help individuals choose the frequency and the amount of payments for the personal account in funds to overcome the cost of inflation. From the authors' point of view, high capitalisation of personal accounts at the age of fifty-five plus should not be just a flexible upgrade towards the non-consumed retirement benefits. It should be respected and treated as a long-term investment with the annualised risk related to historical returns from the issued securities and assets on domestic and international markets. The securities and debentures' major distribution issue under the asset classes with a net worth of almost five billion HRK yield beneficiary effects primarily for Croatian government bondholders. While considering perception from the acts on voluntary pension funds data of the Croatian Financial Services Supervisory Agency, the authors propose alternative ratio analysis as scenario analysis for a different type of domestic and foreign managed assets. They point out the importance of proper interpretation of the Croatian government bonds relative to other asset classes. In the discussion part, the authors provide insight into the scenario model for separate capital gain tax as an option for capital market developments with beneficiary effects on blue chips in the funds' portfolio. In the final part of the paper, the authors will highlight the relevant quantitative and qualitative impact of data for voluntary pension funds in the Republic of Croatia.

Keywords: *voluntary pension funds, ratio analysis, capital gain tax, securities*

PARTICIPANTS' ATTITUDES ABOUT AUGMENTED REALITY AUGMENTATION OPPORTUNITIES IN ORIENTEERING

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ABSTRACT

There are more and more participants in the orienteering movement who use new technologies' 'smartphones' during the activities. Orienteering as a sporting event increases the attendance of tourist destinations in Međimurje and throughout Croatia. Geographical diversity, the configuration of the soil with different vegetation, Međimurje offers runners participation in the orienteering movement unique and special. With the help of a topographic map and compass, runners try to find all the checkpoints in the shortest possible time. New applications on mobile phones make it easier to move and navigate in space, and it is possible to solve the given activities while moving. The past ten years have seen an increasing number of fans of the orientation movement from primary school students to late years, so we can freely say that this is an activity for all from seven to late years. Competitions are defined by the annual calendar, but one part of the respondents deals with orienteering movements from recreation and leisure in the natural environment. The increasingly advanced racing tracking technology and sports equipment used by runners enables the organizer and runners to

have an interesting and exciting sports competition with themselves or in pairs and in groups. New augmented reality technologies add value when conducting competitions. The aim of this paper is to determine the attitudes and opinions of the participants in the orientation movement on the introduction of innovative multimedia content. Orienteering is practiced by almost all age groups of both sexes, so the survey was set to determine the attitudes of respondents regarding the recognisability of orienteering and whether a new innovative way would contribute to the popularization and recognition of orienteering. The paper presents a possible solution of the application and gives ideas for the further development and its application in orientation running, as well as its application in other segments of orientation movement. The attitudes of the survey participants who are familiar with the functioning of innovative multimedia content were analysed.

Keywords: *questionnaire, orienteering, augmented reality, analysis*

THE INTRODUCTION OF A CIRCULAR ECONOMY IN THE COMPANY AND THE SOLUTION OF LEGAL DILEMMAS

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ABSTRACT

During the mechanical processing of metals and alloys (grinding, milling, turning etc.) waste in different forms is produced (odbruski, ostružki, prah etc.). The waste is often classified as dangerous waste. Thus, questions of what to do with the waste, that is produced in such production, appear. Removal of the waste is expensive, it cannot be deposited and it can also not be stored in the company. Hence, we have developed a circular process, in which (considering all environmental regulations and law) we joined parallel processing of the potential waste into a by-product to the regular production. Therefore, we managed to combine two production processes into one uniform production processes with two products (main product and by-production). During the development of the uniform process our aim was to fulfil all the environmental regulations and to retain the production (the already established as well as the new, parallel) in the frame of the permission that was already existent.

With the appropriate definition and the establishment of the production process by attaching a parallel processing of the »waste material« (into an economically valuable by-product) to the already existing production, we have managed to attain a final, uniform process, in which the product and a by-product are produced rather than the product and waste. With this uniform process we solved the problem of what to do with the waste (the waste removal that is done by an accredited contractor). Furthermore, the by-product can also be a source of income. Last but not least, our procedure has been patented (in regard to the technical performance) and we have received a prize for the innovation.

Keywords: *Circular economy, waste, recycling, legal dilemmas*

MODELLING TIME-SERIES COMPONENTS OF ENERGY CONSUMPTION

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ABSTRACT

The purpose of this paper is to examine and extract time-series components, namely trend, seasonal and cyclical variations, as well as random movements from aggregate consumer consumption of a macroeconomically important energy resource. The research question posits that this could be performed through standard time-series econometric methodology. Data is obtained from the Croatian gas storage system operator, and consists of daily opening and closing states. This could serve as a blueprint for similar energy consumption models, and as such it might assist in development of forecasting particular energy consumption in a dynamic environment.

Keywords: *Time-series, energy consumption, Croatia*

BLENDED LEARNING ENVIRONMENT: WEAKNESSES AND OPPORTUNITIES

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ABSTRACT

The breakout of the global pandemic in 2020, continuing into 2021, has had an enormous impact on every aspect of contemporary life. Accordingly, it has left its mark on education, making technology in teaching and learning an indispensable tool. It can be expected that returning to traditional ways of teaching exclusively is not a likely option, instead it can be assumed that advances in technology will offer even more opportunities for constructing and improving the new learning environments. In these uncertain times, education has changed dramatically and proceeded in various ways. Teaching has been done primarily online, in a hybrid or blended form, or face-to-face in a classroom whilst observing the rules of social distancing. Such change of context has had an impact on learner motivation, but it has also given a strong impetus and opened a world of opportunities for fostering learner autonomy and learner agency. The article presents the weaknesses and opportunities of a blended learning environment as observed in a language learning classroom at a university level, even though selected issues, practices and suggestions are applicable in other areas of education as well. Blended learning involves both face to face and online lessons, which by definition includes the use of technology. While there may be a great variety of tools available for use in online learning, it is important to note that they should be used effectively and not merely for the sake of being used. Weaknesses of blended learning, possible solutions and opportunities will be explored and exemplified, primarily in a language learning context.

Keywords: *blended learning, language teaching practices, learner agency, learner motivation, technology in teaching*

INVESTIGATING THE EFFECTS OF CELEBRITY AND INFLUENCER ENDORSEMENT ON ATTITUDE TOWARD PERFUMES AND BUYING INTENTION

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ABSTRACT

In recent years, it has become very popular in the world for corporations and businesses to employ celebrities to attract customers' attention and endorse the company's brand because celebrities have the power to manipulate and influence buyers' minds to make a purchase. This review focuses on the engagement of celebrities and influencers in the perfume business by investigating the significance of celebrity and influencer endorsement in current marketing practices. Furthermore, in this paper the ways the celebrity and influencer endorsement affect the buying intentions of customers with regards to the perfumes purchase, their attitudes, are considered from the perspective of social psychology based on a theoretical background (review) related to the topic. In that matter, the works of E. Aronson, J. Bargh, De Freitas and others were benefited from. In addition, the article sheds light over some modern approaches of digital marketing and social media influencer marketing. The results of the studies indicate that using social media influencer marketing techniques for perfume companies is still successful because it can result in an effective marketing strategy in a dynamic business environment where the business is heavily revolving around the attitudes and intentions of the customers. Similarly, perfume-based corporations may create labels to increase the popularity of their products. The use of celebrities and influencers for brand promotion via brand ambassador approaches yields positive results in terms of controlling buyer intentions.

Keywords: *Buying intentions, influencer and celebrity endorsement, perfume industry, social psychology*

REGIONAL DEVELOPMENT THROUGH CREATIVE INDUSTRY – CREATIVE AND EDUCATIONAL CENTRE MURAI

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ABSTRACT

In 2020, the Čakovec Community centre Platform signed a participatory governance agreement on the Jurica Murai Cultural Center building with the Sveti Juraj na Bregu Municipality. It was the foundation for the implementation of the ESF project that will set up the building as a Creative and Educational Center Murai. This paper describes the concept of participatory management and the development of the creative industry sector through this concept. In addition, the paper presents the business results of the Murai Creative and Educational Center in the first quarter of the project implementation and explains the set Key Performance Indicators.
Keywords: *case study, ESF project, Murai Centre, participatory governance, public spaces*



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