

**6. međunarodna znanstvena i stručna konferencija  
“IZAZOVI DANAŠNJICE”**

6<sup>th</sup> International Scientific and Professional Conference  
“THE CHALLENGES OF TODAY”

**Četvrtak, 5. listopada 2023.**  
Thursday, 5<sup>th</sup> October 2023

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

## ORACLE ACADEMY DAY

10:00 – 10:15	<b>Oracle Academy Day Opening</b>	<b>Darko Jureković</b> , Oracle Hrvatska <b>Frane Urem</b> , Veleučilište u Šibeniku
10:15 – 11:00	<b>Oracle Academy NetSuite Intro</b>	<b>Danny Tomic</b> , Oracle Academy (via ZOOM)
11:00 – 11:45	<b>NetSuite Overview</b>	<b>Marijana Andrić</b> , MARAND Consulting
11:45 – 12:30	<b>NetSuite Demo (PM Module)</b>	<b>Marijana Andrić</b> , MARAND Consulting
12:30 – 13:30	<b>Pauza za ručak / Lunch Break</b> studentski restoran ‘SKVUŠ’ / student restaurant "SKVUŠ"	
13:30 – 14:30	<b>Round Table: What does Higher Education need when it comes to teaching about ERP and PM?</b>	<b>Moderator: Darko Jureković</b> , Oracle Hrvatska <b>Participants:</b> <ul style="list-style-type: none"> <li>• <b>Andreana Baeva</b>, European Business Association</li> <li>• <b>Damir Delić</b>, PRIMAKON</li> <li>• <b>Frane Urem</b>, Veleučilište u Šibeniku</li> <li>• <b>Marija Baica</b>, OIKON</li> <li>• <b>Marijana Andrić</b>, MARAND</li> <li>• <b>Neven Pintarić</b>, Sveučilište u Zadru</li> </ul>
14:30 – 14:45	<b>Oracle Academy Primavera Intro</b>	<b>Darko Jureković</b> , Oracle Academy
14:45 – 15:30	<b>Oracle Primavera Strengths</b>	<b>Damir Delić</b> , PRIMAKON
15:30 – 16:00	<b>Q&amp;A &amp; Wrap-Up</b>	<b>Darko Jureković</b> , Oracle Hrvatska <b>Frane Urem</b> , Veleučilište u Šibeniku
16:30	<b>St. John's Fortress Short Tour</b>	<b>Ivana Lučev</b> , Fortress of Culture Šibenik

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Petak, 6. listopada 2023.  
Friday, 6<sup>th</sup> October 2023



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

10:00 – 11:00	<b>Registracija / Registration</b>
11:00 – 11:15	<b>Otvorenje konferencije / Conference opening</b>
11:15 – 11:30	<b>Primjena umjetne inteligencije u javnoj upravi RH: iskustva, zapreke i perspektiva</b>  Use of artificial intelligence in the public administration of the Republic of Croatia: experiences, obstacles and perspectives  Predstavnik Središnjeg ureda za razvoj digitalnog društva
11:30 – 13:00	<b>OKRUGLI STOL „Trendovi u razvoju javne uprave i pitanje otpornosti“</b>  ROUNDTABLE DISCUSSION „Trends in public administration development and the issue of resilience“  Moderator: <b>Frano Ridjan</b>  Panelisti: <ul style="list-style-type: none"><li>• <b>Jelena Budak, Ekonomski institut Zagreb / Economic Institute Zagreb</b></li><li>• <b>Aleksander Aristovnik, Sveučilište u Ljubljani / University of Ljubljana</b></li><li>• <b>Ivan Lakoš, Ministarstvo pravosuđa I uprave / Ministry of Justice and Public Administration</b></li></ul>
13:00 – 14:00	<b>Pauza za ručak / Lunch break</b> studentski restoran ‘SKVUŠ’ / student restaurant “SKVUŠ”

	<b>Parallel session A</b> Lecture hall: <b>K</b>	<b>Parallel session B</b> Lecture hall: <b>L</b>	<b>Parallel session C</b> Lecture hall: <b>M</b>	<b>Parallel session D</b> Lecture hall: <b>O</b>
Moderators	Dragan Zlatović	Dino Slavica	Tomislav Ivančević	Luka Olivari
14:00 – 14:15	<b>Vesna Jurin Bakotić, Antea Bastić, Jasminka Miškić</b> REVIEW OF THE INSTITUTE OF DIVORCE THROUGH CROATIAN FAMILY LAW	<b>Ivana Beljo, Kristina Devčić, Laura Pavelić</b> THE ESTIMATION OF THE STATIC PANEL MODEL OF TOURISM DEMAND IN CROATIA	<b>Tomislav Ivančević, Kristina Perc</b> ECONOMIC EFFECTS OF TECHNOLOGICAL DEVELOPMENT ON THE POPULATION OF CROATIA	<b>Sasa Hirnig, Ivana Tomić, Karlo Blečić</b> INFLUENCE OF TERRAIN ON PUBLIC TRANSPORT SUSTAINABILITY – AN EXAMPLE OF THE CITY OF RIJEKA
14:15 – 14:30	<b>Vesna Jurin Bakotić, Mirko Škarica, Marko Spahija</b> CORRECT PROCEDURE IN THE LIGHT OF DIGITALIZATION OF LAND BOOKS	<b>Boris Dorbić, Dino Slavica, Željko Španjol, Dominik Paparić, Lucija Jurlin, Jasna Hasanbegović</b> PERCEPTION AND BEHAVIOR OF RESPONDENTS ABOUT THE SIGNIFICANCE OF PRIVATE GARDENS WITH ORNAMENTAL PLANTS IN TOURISM VALORIZATION IN THE AREA OF ŠIBENIK-KNIN COUNTY	<b>Jadranka Ivanković, Zlatko Hodak, Ana Bičanić</b> INDICATIVE RESEARCH ABOUT THE READINESS OF THE CROATIAN COMPANIES FOR DIGITAL TRANSFORMATION	<b>Jelena Ružić, Stjepan Knežević, Andrea Norac, Josip Paić</b> POSSIBILITIES AND DISADVANTAGES OF ARTIFICIAL INTELLIGENCE IN PHYSICS TEACHING
14:30 – 14:45	<b>Alen Lalić, Jelena Žaja, Sanja Veštić Mirčeta</b> THE SYSTEM OF FINES FOR NON-ENFORCEMENT OF ADMINISTRATIVE COURT DECISIONS IN THE REPUBLIC OF CROATIA AND THE COUNTRIES OF THE WESTERN BALKAN	<b>Sandra Mrvica Mađarac, Krešimir Herceg, Lana Gubić Kučan</b> IMPLEMENTATION OF CREATIVITY IN A CULTURAL AND TOURISTIC PRODUCT – VUKOVART FESTIVAL	<b>Jelena Laća Mrdeža, Dina Klarić, Domagoja Buljan Barbača</b> DIGITIZATION OF THE FINANCIAL SECTOR: IMPACT ON SOCIAL AND ECONOMIC PROCESSES	<b>Marko Turk, Mario Bogdanović</b> DIGITAL TRANSFORMATION: VALUE CREATION USING INFORMATION TECHNOLOGY
14:45 – 15:00	<b>Danijela Romić, Jelena Dujmović Bocka</b> APPLICATION OF DIGITAL TOOLS IN THE FIELD OF HIGHER EDUCATION SYSTEM IN POST-PANDEMIC TIME	<b>Marko Radeljak, Danijela Perkušić Malkoč, Katja Rakušić Cvrtak</b> ANALYSIS OF THE POSSIBILITY OF APPLYING DIGITAL MARKETING IN TOURISM ON THE EXAMPLE OF CROATIA	<b>Toni Milun, Julija Mardešić, Nada Roguljić</b> MATHEMATICS OF INVESTMENT	<b>Amra Talić-Čikmiš, Aida Imamović</b> TODAY'S CHALLENGES IN TERMS OF THE APPLICATION OF 3D TECHNOLOGIES FOR STIMULATION AND DEVELOPMENT OF ENTREPRENEURIAL AND INNOVATIVE IDEAS AMONG STUDENTS
15:00 – 15:15	<b>Marinko Đ. Učur</b> WORK THROUGH DIGITAL WORK PLATFORMS IN LAW ON AMENDMENTS TO THE LABOR LAW	<b>Elena Rudan</b> DEVELOPMENT OF CREATIVE TOURISM ON CULTURAL ROUTES AND TRAILS	<b>Kristina Perc, Anamarija Ravlić</b> ANALYSIS OF THE INFLUENCE OF SOCIAL MEDIA AND TRAVEL INFLUENCERS ON THE CHOICE OF TOURIST DESTINATIONS AND ACTIVITIES AMONG YOUNG PEOPLE	<b>Valentini Kožica, Teo Žuljević, Tatjana Listeš</b> DIGITALIZATION OF GOODS SHIPPING FROM PRODUCTION USING CLOUD COMPUTING AND IOT TECHNOLOGY

15:15 – 15:30	<b>Dragan Zlatović, Ivan Rančić, Antonija Jolić</b> SPORTS ASSOCIATIONS AS SERVICE PROVIDERS IN TOURISM, CATERING AND TRADE	<b>Dejan Tubić, Barbara Golub, Martina Kovačević</b> COVID-19 AS AN INCENTIVE FOR THE DEVELOPMENT OF RURAL TOURISM IN THE REPUBLIC OF CROATIA	<b>Branko Sorić, Domagoja Buljan Barbača, Ante Čelić</b> THE USE OF ARTIFICIAL INTELLIGENCE IN MAKING INVESTMENT DECISIONS FOR SMALL INVESTORS	<b>Tatjana Listeš, Josip Vrljić, Teo Žuljević</b> MONITORING CHANGES IN A MS SQL SERVER DATABASE USING THE SQL SERVER BROKER SERVICE
15:30 – 16:00 <b>Pauza za kavu / Coffee break</b>				
	<b>Parallel session E</b> Lecture hall: <b>K</b>	<b>Parallel session B</b> Lecture hall: <b>L</b>	<b>Parallel session C</b> Lecture hall: <b>M</b>	<b>Parallel session D</b> Lecture hall: <b>O</b>
Moderators	Ivana Kardum Goleš	Jelena Šišara	Domagoja Buljan Barbača	Marko Pavelić
16:00 – 16:15	<b>Mario Dadić, Goran Ćorkluka, Josipa Tudor</b> THE IMPACT OF WEBROOMING AND SHOWROOMING ON TRADE	<b>Ankica Arbutina, Stanislav Nakić, Petra Nakić</b> BLUE OCEAN STRATEGY ON THE EXAMPLE OF CROATIA RURAL TOURISM	<b>Stjepan Laća, Ivana Kozina</b> ANALYSIS OF PROFITABILITY INDICATORS IN THE TELECOMMUNICATIONS INDUSTRY IN CROATIA FOR 2020 AND 2021	<b>Denis Lončar, Dragan Kopecki, Ružica Ištuk</b> THE IMPACT OF INNOVATION IN WAREHOUSE MANAGEMENT ON THE SUSTAINABLE DEVELOPMENT OF THE COMPANY
16:15 – 16:30	<b>Slađana Brajević, Senka Borovac Zekan, Stanko Marčić</b> SPOTTING THE SILVER LINING: HOW FAMILY FIRMS TURN CRISES INTO OPPORTUNITIES	<b>Ankica Arbutina, Nataša Šantić</b> SHORT FOOD SUPPLY CHAIN AS THE FOUNDATION OF SUSTAINABLE DEVELOPMENT - THE EXAMPLE OF THE COUNTY OF ŠIBENIK-KNIN	<b>Luka Mladineo, Martina Knežević</b> TAX EXEMPTIONS UNDER VAT	<b>Luka Starčević, Ivan Livaja, Marko Pavelić</b> PERFORMANCE ANALYSIS OF MOBILE APPLICATIONS MADE IN FLUTTER AND REACT NATIVE FRAMEWORKS
16:30 – 16:45	<b>Senka Borovac Zekan, Agata Borowska-Pietrzak, Marina Palada</b> THE IMPACT OF DIGITALIZATION ON FUTURE LEADERS SKILLS	<b>Mia Božanović, Anita Krolo Crvelin, Ivona Jukić</b> CHALLENGES OF HUMAN RESOURCE MANAGEMENT IN THE MODERN BUSINESS ENVIRONMENT: THE CASE OF A SMALL IT COMPANY	<b>Ante Mrčela, Tonći Prodan</b> BUSINESS INTELLIGENCE AND BUSINESS ESPIONAGE IN THE DIGITAL AGE	<b>Frane Urem, Milan Hrga</b> THE ROLE OF THE GOOGLE TRANSIT PLATFORM IN OPTIMIZING PUBLIC TRANSPORTATION IN THE CITY OF ŠIBENIK
16:45 – 17:00	<b>Ana Jerkunica, Domagoja Buljan Barbača</b> IMPLEMENTATION OF THE E-TICKETING SYSTEM IN PUBLIC URBAN AND SUBURBAN TRANSPORT IN THE AREA OF THE SPLIT URBAN AGGLOMERATION	<b>Renata Kožul Blaževski, Ivo Baras</b> THE METHOD OF EXPONENTIAL SMOOTHING IN PREDICTING THE ARRIVALS AND OVERNIGHT STAYS OF FOREIGN TOURISTS IN THE SPLIT-DALMATIA COUNTY	<b>Ante Mrčela, Silvana Zovko Marić, Damir Piplica</b> DIGITAL TRANSFORMATION OF THE TAX ADMINISTRATION AS A TOOL IN PREVENTING TAX FRAUD	<b>Ante Vlah, Nikola Grgić, Lada Sartori</b> USING GPU PASSTHROUGH TECHNOLOGY IN VIRTUAL ENVIRONMENT FOR SPLITTING PHYSICAL WORKSTATIONS INTO MULTIPLE VIRTUAL HOSTS

17:00 – 17:15	<b>Marina Lolić Čipčić, Doris Cvitković</b> ANALYSIS OF THE ELASTICITY OF DEMAND FOR BREAD	<b>Mijana Matošević Radić, Darija Milić</b> DIGITAL TRANSFORMATION OF TRAVEL AGENCIES	<b>Dijana Perkušić, Lucija Plazibat</b> ACCOUNTING POLICY COHERENCE FOR THE SUBSEQUENT MEASUREMENT OF PROPERTY, PLANT AND EQUIPMENT OF COMPANIES LISTED ON THE ZAGREB STOCK EXCHANGE	<b>Josip Vrlić, Valentini Kožica, Tatjana Listeš</b> USING DOMAIN DRIVEN DEVELOPMENT IN A SOFTWARE-AS-A-SERVICE PRODUCT IMPLEMENTED USING MICROSERVICE AND EVENT-DRIVEN ARCHITECTURE
17:15 – 17:30	<b>Borislav Marušić, Marin Galić</b> CHALLENGES IN TEACHING BUSINESS ENGLISH AT THE TERTIARY LEVEL OF EDUCATION	<b>Dijana Mečev, Jelena Šišara, Barbara Gojević-Zrnić</b> CIRCULAR ECONOMY: RESEARCH ABOUT STUDENT'S BEHAVIOR, ATTITUDES, KNOWLEDGE AND INFORMING	<b>Jelena Vidović, Ivona Penava</b> MONEY DONATIONS AND FOOD DONATIONS	<b>Teo Žuljević, Valentini Kožica, Josip Vrlić</b> STRENGTHENING THE SECURITY AND HIGH AVAILABILITY OF THE OPEN SOURCE POSTGRES SQL DATABASE
17:30 – 17:45	<b>Danijela Perkušić Malkoč, Sanja Bašić, Miljenko Bojčić</b> DIGITAL MARKETING TOOLS AND THEIR APPLICATION ON THE BRAND RIMAC CARS	<b>Josipa Strunje, Mijana Matošević Radić</b> THE INFLUENCE OF THE COVID-19 DISEASE PANDEMIC ON TRENDS IN THE TOURISM MARKET	<b>Gina Lugović, Marica Baljkas</b> A REVIEW OF THE ETHICS OF ARTIFICIAL INTELLIGENCE TECHNOLOGY AND CHANGES IN DIGITALLY MEDIATED BUSINESS COMMUNICATION	<b>Milan Hrga</b> APPLICATION OF DIGITAL TECHNOLOGIES IN TEACHING
17:45 – 18:00	<b>Katja Rakušić Cvrtak, Danijela Perkušić Malkoč, Tena Mandić</b> USING NEUROMARKETING FOR MARKET RESEARCH – WHAT DO CONSUMERS THINK?		<b>Jelena Žaja</b> ICT SECTOR IN THE REPUBLIC OF CROATIA: ANALYSIS OF KEY CHARACTERISTICS AND FINANCIAL INDICATORS	<b>Milan Hrga, Ivan Hrga</b> INTRODUCTION TO COMPUTER VISION – DETECTOR OF ANGULAR FEATURES
19:30	<b>Svečana večera u restoranu Gradska vijećnica</b> Gala dinner at the restaurant "Gradska vijećnica"			

**Subota, 7. listopada 2023.**  
Saturday, 7<sup>th</sup> October 2023

**Slobodno vrijeme za razgledavanje grada Šibenika, besplatan posjet tvrđavama Sv. Mihovil, Barone i Sv. Ivan/ Free time for Šibenik sightseeing, free entrance to Šibenik fortresses: St Michael's, Barone and St John's**

11:00 **Objava zaključaka konferencije / Conference Conclusions**

## INFORMACIJE / INFORMATION

### Veleučilište u Šibeniku / Šibenik University of Applied Sciences

Adresa / Address: Trg Andrije Hebranga 11, 22000, Šibenik

### Studentski restoran 'SKVUŠ' / Student restaurant "SKVUŠ"

Adresa / Address: Trg Andrije Hebranga 24, 22000 Šibenik

### Restoran Gradska vijećnica / Restaurant Gradska vijećnica

Adresa / Address: Trg Republike Hrvatske 3, 22000, Šibenik

### Tvrđava sv. Mihovila / St. Michael's Fortress

Adresa / Address: Zagrađe 21, 22000 Šibenik

### Tvrđava Barone / Barone Fortress

Adresa / Address: Put Vuka Mandušića 28, 22000 Šibenik

### Tvrđava sv. Ivana / St. John's Fortress

Adresa / Address: Put Tanaje 29, 22000 Šibenik

### Organizacijski odbor konferencije / Conference Organizing Committee

e-mail: [info@konferencija-vus.hr](mailto:info@konferencija-vus.hr)

mob. +385 99 582 6791

## SMJEŠTAJ\* / ACCOMMODATION\*



### Hotel Jadran\*\*\* i hotel Armerun\*\*\*\*

e-mail: [contact@braavos-sales.com](mailto:contact@braavos-sales.com)

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*\* Za sve sudionike konferencije su osigurane posebne cijene smještaja / For all participants of the conference special prices for accommodation are provided*



### Studentski dom Palacin

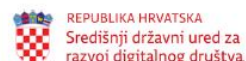
e-mail: [smjestaj@scsi.hr](mailto:smjestaj@scsi.hr)

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## PARTNERI KONFERENCIJE



## POKROVITELJI KONFERENCIJE



## SPONZORI KONFERENCIJE



TVRĐAVA  
KULTURE  
ŠIBENIK



TURISTIČKA ZAJEDNICA  
ŠIBENSKO-KNINSKE  
ŽUPANIJE



# 2023

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