

**Dina Liović**

Josip Juraj Strossmayer University of Osijek  
Faculty of Economics in Osijek  
Trg Ljudevita Gaja 7,  
31000 Osijek, Croatia  
dina.liovic@efos.hr  
Phone: + 385 31 224 464

**Sofija Turjak**

Josip Juraj Strossmayer University of Osijek  
Faculty of Economics in Osijek  
Trg Ljudevita Gaja 7,  
31000 Osijek, Croatia  
sofija.turjak@efos.hr  
Phone: + 385 31 224 464

**Ivana Unukić**

Josip Juraj Strossmayer University of Osijek  
Faculty of Economics in Osijek  
Trg Ljudevita Gaja 7,  
31000 Osijek, Croatia  
ivana.unukic@efos.hr  
Phone: + 385 31 224 464

# INTERDISCIPLINARY MANAGEMENT RESEARCH CONFERENCE – IMR 2018

The IMR 2018: 14<sup>th</sup> International Conference on Interdisciplinary Management Research is an annual international conference organized by Josip Juraj Strossmayer University in Osijek, Faculty of Economics in Osijek – Postgraduate Studies of Management, and the Pforzheim University (Germany), supported by the Croatian Academy of Science and Education. The co-operation between these institutions has raised an interest in topics in various fields of economics and management, which have been presented and later published in the book of proceedings. The Interdisciplinary Management Research Conference has long tradition and the first volume has appeared in 2005. Interdisciplinary Management Research Conference XIV was held in Opatija (Republic of Croatia) from 18<sup>th</sup> until 20<sup>th</sup> of May 2018, under the auspices of the President of the Republic of Croatia Kolinda Grabar Kitarović, for the fourteenth consecutive year.

What makes above mentioned conference an interesting one, apart from such a significant tradition and perpetuity, is a special incentive for young researchers who, with mentoring system, have the opportunity to present the results of their scientific research work and enable them to further develop the scientific research process. The Conference

aims to bring together academic scientists, research scholars and practitioners to exchange and share their research results and (business) experiences on all aspects of Management and related fields.

As part of this conference, an additional program is organized each year in the form of a scientific and expert thematic discussion focusing on current topics, in cooperation with the academic and business community and public sector institutions. In 2018, the focus was on the future of the EU development policy. Another issue of interest of the conference was the importance of economic diplomacy for the future development of the Republic of Croatia. Both themes are directed towards economic and political stakeholders who are the carriers of these policies and processes, respectively they are direct or indirect “users” of the same.

The Conference began on Friday (18<sup>th</sup> May 2018) with the opening speech held by Gordana Deranja, delegate of the President of the Republic of Croatia, President of the Croatian Employers' Association (HUP). Topics of the Conference panels were: Economic diplomacy – Croatian strengths and weaknesses, The future of EU development policy and economic diplomacy – challenges and directions

for public management in the Republic of Croatia, Importance of future EU development policy and economic diplomacy– entrepreneurs' view. As a Keynote Speakers and Panel Members, the Conference hosted numerous Croatian economists, businessmen and entrepreneurs, such as: Bruno Lopandić (Croatian Chamber of Commerce in Bruxelles), Joseph Gene Petrić (Assistant Minister, Ministry of Foreign European Affairs), Vedrana Jelušić Kašić (Chairman for Croatia, Slovenia, Slovakia and Hungary, European Bank for Reconstruction and Development), Vesna Škare Ožbolt (lawyer), Daniel Koletić (CEO in Apriori World), Ivana Maletić (a representative in the European Parliament), Gabrijela Žalac (Minister, Ministry of Regional Development and EU Funds), Luka Burilović (President of Croatian Chamber of Commerce), Ljubo Jurčić (Croatian Society of Economists), Željko Lovrinčević (Faculty of Economics in Zagreb), Dragan Kovačević (Janaf d.d.), Ivan Barbarić (Vice President of the Croatian Chamber of Economy for International Relations and EU), Darko Pappo (DIV grupa d.o.o.), Marin Pucar (Chairman of the Board, Podravka d.d.), Ivan Miloloža (director, Munja d.o.o.), Aco Momčilo-ović (MEETING G2). The panels are moderated by: Domagoj Juričić (consultant, MKPS d.o.o.), Nataša Drvenkar (Vice Dean of the Faculty of Economics in Osijek), Mladen Vedriš (Faculty of Law, University of Zagreb), Miodrag Šajatović (LIDER) and Marina Šunjerga (Večernji list).

The second day of the Conference (Saturday, 19<sup>th</sup> May 2018) held parallel sessions named *Blue session* (chaired by Ivana Barković Bojanić, Ph.D., Full Professor in Tenure, Faculty of Economics in Osijek, J.J. Strossmayer University of Osijek and Ivan Uroda, Ph.D., Assistant Professor, Faculty of Economics in Rijeka); *Yellow session* (chaired by Zdravko Tolušić, Ph.D., Full Professor, Faculty of Economics in Osijek, J.J. Strossmayer University of Osijek and Branko Matić, Ph.D., Full Professor in Tenure, Faculty of Economics in Osijek, J.J. Strossmayer University of Osijek) and *Red session* (chaired by Anita Čeh Časni, Ph.D., Assistant Professor, Faculty of Economics and Business in Zagreb and Sofija Adžić, Ph.D., Full Professor in Tenure, Faculty of Economics in Subotica, University of Novi Sad). *Green session*, chaired by Jerko Glavaš (Ph.D., Associate Professor, Faculty of Economics in Osijek, J.J. Strossmayer University of Osijek) and Aleksandar Erceg (Ph.D., Assistant Professor, Faculty of Economics in Osijek, J.J. Strossmayer University of Osijek) held on the last

Conference day (Sunday, 20<sup>th</sup> May 2018). All papers were presented in these four sessions named above in 15 - minute slots. Every presented subject was followed by discussion and sharing of experiences from the perspective of citizens and scientists from different countries.

The latest edition of the Conference Proceedings, i.e. "Interdisciplinary Management Research XIV" encompasses 98 papers written by 217 authors from different countries. The Proceedings sections and the papers were divided into the fourteen thematic areas such as: Management (31), General Economics (2), Microeconomics, Macroeconomics and Monetary Economics (4), International Economics (2), Financial Economics (6), Public Economics (2), Health, Education and Welfare (7), Law and Economics (5), Business Administration and Business Economics (2), Marketing (10), Accounting (4), Economic Development, Ethnological Change and Growth (11), Urban, Rural and Regional Economics (8) and Miscellaneous Categories (4).

The social part of the Conference offered the participants great networking time on the first Conference day, named "Wine and music", where they had the opportunity to taste numerous wines of Pinkert Winery and finger food by "Dobro". The second day of the Conference, all participants had the pleasure of attending Gala dinner at the Admiral hotel, who hosted the Conference.

The Conference has been supported by Ministry of Science and Education of the Republic of Croatia, Ministry of Regional Development and EU Funds of the Republic of Croatia, Jadransko Osiguranje d.d., Pinkert Winery, Association PRO HOMINE Vukovar, Večernji list, Glas Slavonije, Lider, Dobro, Housing department Osijek and Podravka.

The Proceedings from this International Scientific Conference were published by Josip Juraj Strossmayer University of Osijek - Faculty of Economics in Osijek Croatia, Postgraduate Doctoral Study Program in Management and Hochschule Pforzheim University and Croatian Academy of Sciences and Arts with an ISSN number and the national as well as the international editorial and review board. IMR Conferences' proceedings are listed in the following databases: Web of Science, EBSCOhost, RePEC, EconPapers and Socionet, which makes the IMR Conference even more important and interesting to a large number of scientists, entrepreneurs, businessmen, researchers and visitors.

© 2018. This work is published under (the “License”).  
Notwithstanding the ProQuest Terms and Conditions, you  
may use this content in accordance with the terms of the  
License. [https://creativecommons.org/li  
censes/by-nc-nd/4.0/legalcode](https://creativecommons.org/licenses/by-nc-nd/4.0/legalcode)