

ZSEM

Zagreb School of
Economics and
Management



12. FESTIVAL ZNANOSTI

Ponedjeljak, 24.02.

Dvorana Aircash

Chair: Karmela Aleksić - Maslač

12. FESTIVAL ZNANOSTI

- 12:00** Pozdravni govor
- 12:05** Alone amidst the ruins of the future,
Philosophy and sustainability of multiple
simultaneous natural and unnatural disasters
Kristijan Krkač
- 12:30** Financial Asset Allocation Strategies Using
Statistical and Machine Learning Models: Evidence
from Comprehensive Scenario Testing
Andrej Novak, Bautista Penayo
- 12:55** Exploring the ChatGPT's Impact: A Bibliometric
Analysis of Its Integration and Influence in the
Workplace
Goran Oblaković
- 13:20** Umjetna inteligencija i brendiranje – usporedba
mogućnosti umjetne inteligencije i studenata u
kreiranju temeljnih elemenata novog brenda
Predrag Haramija
- 13:45** Kreiranje i testiranje modela strateškog
marketinškog promišljanja za studente koji nisu
ekonomske struke
Maja Martinović
- 14:10** Pauza za kavu i druženje

12. FESTIVAL ZNANOSTI

- 14:40** | **Exploring Croatian Consumer Adoption of Subscription-Based E-Commerce for Business Innovation**
Maja Martinović
- 15:05** | **Exploring panic buying as a situational response – the role of fear, media exposure and context-specific paranoia**
Mirna Koričan Lajtman
- 15:30** | **Istraživanje preferencija kupaca u svrhu uspješnijeg tržišnog plasmana dodataka prehrani**
Ivana Čolak
- 15:55** | **O pojmu prirodnog u matematici i ostalim znanostima: 3.dio**
Andrija Raguž
- 16:20** | **TBD**
Boris Podobnik
- 16:45** | **Zatvaranje 12. Festivala znanosti**