

CREATIVE FUTURE INSIGHTS 2023

Presentation Schedule | THURSDAY, SEPTEMBER 14 – DAY 1

Room: 01	Session: The role of creative industries in the economic development Moderator: Bruno Škrinjarić
14:00 – 17:00	Tajana Barbić, Ivana Rašić, Bruno Škrinjarić Impact of COVID-19 on financial performance of creative and cultural industries in Croatia
	Azra Tibo, Armin Kovači Launching a successful start-up: The needs and challenges of startups with SEE countries intersection of results (online)
	Monica Bira, Maria Ignat, Andrei Ghețu, Corina Buzoianu Working in the creative economy: an exploratory study on creative and talent-based work in the emerging creative digital economy
	Break
	Jakub Kintler, Katarína Remeňová, Mária Kmety Barteková Trends of employment in cultural industry: The case study from European countries
	Helena Walther Flash forward to the state of research on gender in CCI's of rural areas (online)
	Gordana Ćorić Connecting creative industries, entrepreneurship, and alternative financing through innovative supportive ecosystems
	Franjo Plišić Croatian tourism - Adapted to the future? (online)
Discussion	

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Room: 02	Session: The social significance of creative industries Moderator: Nikolina Borčić
14:00 – 17:00	Marija Geiger Zeman, Martina Topić, Geran-Marko Miletić Gender and networking in the PR and communications industry: comparison of freelancers from UK and Croatia
	Barbara Nowak Creative rehabilitation of prisoners during the pandemic
	Izabela Derda New “cool”’: leveraging creative industries to attract and retain the next generation of creative talent
	Dunja Matić Benčić Social exclusivity and inclusivity of cultural work in Southeast Europe
	Break
	Loredana Ivan, Narcis Crucian Older people's views on public transportation in Bucharest: results from walking interviews
	Milica Kočović De Santo, Dunja Babović Social and gender aspects of cultural entrepreneurship - The case of design and crafts CCI domain in Belgrade design district
	Dragan Todorović Pirot kilim manufacturing: state concern and inspiration to modern creativity
	Jelena Budak, Edo Rajh, Mirela Holy Public perception of creative industries in Croatia
Discussion	

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Room: 03	Session: Experience economy and creative industries / The impact of the pandemic on the creative industries sector Moderator: Marija Slijepčević
14:00 – 17:00	Ivica Zdrilić, Ivona Mikulandra Volić, Dijana Čičin-Šain Bibliometric analysis of the experience economy literature in Central and Eastern Europe (CEE)
	Ieva Vitkauskaitė Key components of independent film production companies' business model in the European film market (online)
	Jadranka Ivanković, Sara Đurković, Diana Plantić Tadić Behaviour of young consumers when buying branded clothes
	Break
	Dino Giergia Transformational leadership - where is it going?
	Nika Aurora Ključarić A comparative analysis of Croatian daily newspapers of the pre-pandemic and pandemic era
	Discussion

Presentation Schedule | FRIDAY, SEPTEMBER 15 – DAY 2

Room: 01	Session: Heritage in creative industries / The relationship between culture and creative industries Moderator: Gordana Ćorić
14:00 – 17:30	Svend Erik Larsen Multiple literacies
	Nikolina Borčić, Nikolina Štefančić Storytelling as a corporate image building tool on the example of the beverage brand Pipi
	Vlaho Kovačević, Krunoslav Malenica Innovative practices in creative industry in the context of social entrepreneurship: a case study of the oxide association (online)
	Sandra Adu Analysis of the position of 'Black Graphic Designers' within the creative industries of Britain (online)
	Break
	Gorana Barišić Bačelić From industrial city to the cultural hub: heritage as the driver of the city's transformation
	Mirko Duić Films about heritage on the websites and social media sites of selected Dalmatian museums
	Olgica Grcheva, Kokan Grchev City branding through adaptive reuse of heritage buildings: case study of the Great Inn ("Buyuk Han"), Nicosia (online)
Discussion	

Presentation Schedule | FRIDAY, SEPTEMBER 15 – DAY 2

Room: 02	Session: Media creative industries Moderator: Tajana Barbić
14:00 – 17:30	Davor Ćosić, Marija Slijepčević Comparative analysis of reporting on entertainment performers in Croatian and Serbian media
	Corina Buzoianu, Ligia Stroe, Monica Bira Protecting creativity or protecting the environment? An assessment of conversation themes and audience sentiment in 2022 high profile protest actions staged by environmental activist in museums.
	Ivona Čulo, Radoslav Barišić, Frane Šesnić Startup Development: The Role of Personal Branding in Attracting Investors
	Marina Funduk, Mira Mileusnić Škrtić

Students' perspectives on media and communication in creative industries
Break
Silvija Londero Šimleša The contribution of the radio sector to the development of cultural and creative industries (online)
Natalija Mažeikienė, Judita Kasperīūnienė Mapping the future of education: a situational analysis of TED talks
Marija Geiger Zeman, Mirela Holy The right to makeup: masculinities, creative industries, and redefining beauty practice
Loredana Ivan, George Tudorie Urban futures in the vision of older adults: insights from three co-creation sessions conducted in Bucharest
Discussion

Presentation Schedule | FRIDAY, SEPTEMBER 15 – DAY 2

Room: 03	Session: Arts (visual, audio-visual, performance, applied, literary, etc.) in creative industries and Video games creative industries Moderator: Jelena Budak
14:00 – 17:30	Arijana Marjanović, Mario Bara Social experiences of online gaming: socialization and cyberbullying
	Petja Grafenauer, Daša Tepina The visual code of the hegemonic ideology of capitalism and Yugoslav non-alignment (online)
	Ivan Balabanić, Erik Brezovec, Marina Miletić The purchase of items for building characters in video games as symbolic consumption in the virtual world - example of Croatian players of the video games League of Legends and Fortnite (online)
	Ana Gudelj Modernism in Ernest Hemingway's works (online)
	Discussion