

Friday, December 8, 2023

13:30 - 14:15

Science and research - Panel 2

Marketing, Digital economy, Quantitative economy

Panelists:

RELATIONSHIP MARKETING IN ARTS ORGANISATIONS, THE CASE OF CROATIAN NATIONAL THEATRE

Gabriela Golem, Zoran Mihanović

THE INFLUENCE OF THE GUERRILLA MARKETING IN PROMOTIONAL STRATEGY ON THE SUCCESS OF THE COMPANY'S BUSINESS

Admira Džehverovic, Arnela Nanic, Alma Muratovic

THE IMPACT OF THE BUSINESS IMAGE OF BOSNIA AND HERZEGOVINA ON ATTRACTING FOREIGN INVESTMENTS

Ermina Mustafic, Boro Ninić

THE IMPACT OF THE INSTITUTIONAL FRAMEWORK ON CONNECTIVITY AND HUMAN RESOURCES AS DIMENSIONS OF THE DIGITAL ECONOMY

Edin Osmanbegović, Nedžad Pirić

IMPACT OF PUBLIC URBAN AND SUBURBAN TRANSPORT QUALITY SERVICE CHARACTERISTICS ON PASSENGER SATISFACTION IN TUZLA CANTON

Samira Dedić, Dino Džambić, Slađana Filipović

THE PUBLIC PROCUREMENT REPORTS IN THE REPUBLIC OF NORTH MACEDONIA THROUGH THE PRISM OF BENFORD'S LAW

Margarita Janeska, Prof

Moderator: Prof. dr. sci., Faculty of economics Tuzla