



REDETE

RESEARCHING ECONOMIC DEVELOPMENT
AND ENTREPRENEURSHIP IN TRANSITION ECONOMIES

Marche Polytechnic University &
University of Banja Luka

9TH REDETE CONFERENCE 2022

“Present and future challenges of regional
development in the Adriatic-Ionian Region”

15-16 SEPTEMBER 2022
ANCONA, Italy
Faculty of Economics
Piazzale R. Martelli 8



9th REDETE Conference 2022

“Present and future challenges in regional development in the Adriatic-Ionian Region”

REDETE

REDETE (Researching Entrepreneurship and Economic Development) is a professional network of academics, businesspersons and professionals in the Western Balkan region producing, in cooperation with many other international institutions, applied research on the impacts of globalisation and European integration on local Balkan communities. Among others, its professional activities contribute to the reconciliation of ethnic and religious communities of the region following the conflicts of the 1990s. REDETE provides synergies between the local government, graduate students and SMEs. In this respect, it acts as a catalyst between the public and the private sectors of the economy by way of developing synergies between them and the higher education sector. REDETE's annual conference, founded in 2011 with the aim to (re)launch debates and scholarly research on issues concerning economic development in transition countries, has now moved onto a more complex and rewarding role, benefitting local communities, government, business, students and academics.

The 9th REDETE Conference

The Western Balkan region is part of the European Union Strategy for the Adriatic and Ionian Region (EUSAIR) launched in 2014, a long-term strategic policy framework aiming to promote economic and social prosperity in the region by improving its attractiveness, competitiveness, and connectivity. The Region is facing unprecedented challenges, from the post-pandemic recovery to the green and digital revolutions, which are increasing disparities between central and peripheral regions and between urban and inland areas. After eight years of implementation, it is time for a first evaluation of EUSAIR results and for proposing new development trajectories for the Adriatic-Ionian Regions and its inner areas.

The aim of the 9th REDETE Conference is to encourage researchers, practitioners, and policy makers to contribute to our understanding of the challenges faced by countries and regions to promote economic development and regional integration.

9th REDETE Conference 2022

Organizing Committee

Center for Innovation and Entrepreneurship – Università Politecnica delle Marche

Diego D'Adda
Valentina Giannini
Francesco Perugini
Roberta Ruggeri
Paolo Seri
Paolo Sospiro

Faculty of Economics – University of Banja Luka

Milenko Krajišnik
Dragan Gligorić
Dragan Milovanović
Jadranka Petrović

Scientific committee

Donato Iacobucci, Polytechnic University of Marche
Jovo Ateljević, University of Banja Luka
Giulia Bettin, Polytechnic University of Marche
Ron A. Boschma, Utrecht University
Roberta Capello, Polytechnic University of Milan
Marco R. Di Tommaso, University of Bologna
Vassilis K. Fouskas, University of East London
Peter Rosa, University of Edinburgh
Shampa Roy-Mukherjee, University of East London
Roy Thurik, Erasmus University Rotterdam

Conference advisor

Vassilis K. Fouskas, University of East London

For all relevant information about the Conference please visit the website: <http://www.redete.org/>

Programme overview

15 September 2022

8.00-9.00	Registration
9.00-9.30	Opening of the conference: welcome addresses and introduction
9.30-11.00	Plenary session 1: The integration process from the AII to EUSAIR and beyond
11.00-11.30	Coffee break
11.30-13.00	Parallel and special sessions
13.00-14.00	Lunch
14.00-15.30	Parallel and special sessions
15.30-16.00	Coffee break
16.00-17.30	Parallel sessions

17:45-20.00	Guided tour of Ancona
-------------	-----------------------

16 September 2022

8.00-9.00	Registration
9.00-11.00	Plenary session 2: Keynote addresses
11.00-11.30	Coffee break
11.30-13.00	Parallel and special sessions
13.00-14.00	Lunch
14.00-15.30	Parallel and special sessions
15.30-16.00	Coffee break
16.00-17.00	Plenary session 3: Collaboration and funding opportunities
17.00-17.30	Closing

20.30-23.00	Social event in Piazza del Plebiscito
-------------	---------------------------------------

List of plenary, special and parallel sessions

Session	Title of the session	Date	Time	Room
PL1	Plenary session 1	15	9.30-11.00	B1
PL2	Plenary session 2	16	9.00-11.00	B1
PL3	Plenary session 3	16	16.00-17.00	B1
PS1	Economic growth and sustainability	15	11.00-12.30	T30
PS2	Governance and local development	15	11.00-12.30	T31
PS3	Marketing	15	11.00-12.30	T32
PS4	Entrepreneurship	15	14.00-15.30	T30
PS5	Trade and value chains	15	14.00-15.30	T31
PS6	Innovation policy	15	14.00-15.30	T32
PS7	Economic growth and sustainability	15	16.00-17.30	T30
PS8	Economic growth and sustainability	15	16.00-17.30	T31
PS9	Entrepreneurship	15	16.00-17.30	T32
PS10	Entrepreneurship	16	11.30-13.00	T30
PS11	Higher education and employment	16	11.30-13.00	T31
PS12	Economic growth and sustainability	16	11.30-13.00	T32
PS13	Economic growth and sustainability	16	14.00-15.30	T30
PS14	Innovation policy	16	14.00-15.30	T31
SS1	Special session on film industry	15	11.30-13.00	B1
SS2	Special session on infrastructures	16	11.30-13.00	B1
SS3	Special session on migration	16	14.00-15.30	B1

TIMETABLE

	15 September 2022	16 September 2022
8.00-9.00	Registration	Registration
9.00-11.00	Opening of the conference Plenary Session 1 – The integration process from the AII to EUSAIR and beyond	Plenary Session 2 – Keynote addresses
11.00-11.30	Coffee break	Coffee break
11.30-13.00	SS1 – Film industry in the EUSAIR PS1 – Economic growth and sustainability PS2 – Governance and local development PS3 – Marketing	SS2 – Infrastructures in the Adriatic and Ionian seas PS10 - Entrepreneurship PS11 - Higher education and employment PS12 - Economic growth and sustainability
13.00-14.00	Lunch	Lunch
14.00-15.30	PS4 - Entrepreneurship PS5 - Trade and value chains PS6 - Innovation policy	SS3 – Migration PS13 - Economic growth and sustainability PS14 - Innovation policy
15.30-16.00	Coffee break	Coffee break
16.00-17.30	PS7 - Economic growth and sustainability PS8 - Economic growth and sustainability PS9 - Entrepreneurship	Plenary Session 3 – Collaboration and funding opportunities Closing

Programme

15 September 2022

8.00-9.00	Registration	T36
9.00-9.30	<p>Opening of the Conference</p> <p><i>Gian Luca Gregori</i>, Rector, Polytechnic University of Marche</p> <p><i>Milenko Krajišnik</i>, Dean, Faculty of Economics, University of Banja Luka</p> <p><i>Stefano Staffolani</i>, Dean, Faculty of Economics, Polytechnic University of Marche</p> <p><i>Jovo Ateljević</i>, University of Banja Luka</p> <p><i>Giulia Bettin</i>, Polytechnic University of Marche</p>	B1
9.30-11.00	<p>Plenary Session 1 – The integration process from the AII to EUSAIR and beyond</p> <p>Chair: <i>Fabio Pigliapoco</i>, Ambassador, Adriatic and Ionian Initiative</p> <p><i>Miloš Prica</i>, Ambassador, Bosnia & Herzegovina, AII & EUSAIR BiH Presidency</p> <p><i>Gilles Kittel</i>, European Commission, DG for Regional Policy and Urban Policy</p> <p><i>Ron Boschma</i>, Utrecht University</p>	B1
11.00-11.30	Coffee break	
11.30-13.00	<p>Parallel and special sessions</p> <p>SS1 – Film industry in the EUSAIR</p> <p>PS1 – Economic growth and sustainability</p> <p>PS2 – Governance and local development</p> <p>PS3 – Marketing</p>	<p>Room</p> <p>B1</p> <p>T30</p> <p>T31</p> <p>T32</p>

SS1 – The film making and related industry in the EUSAIR: analysis and proposals

Chair: *Paolo Seri*, Polytechnic University of Marche

Room: B1

<i>Ana Dević</i>	University of Bologna	The Cinema Of Conflicts And Plurality In Yugoslavia And Post-Yugoslav States
<i>Nataša Kučera</i>	Sarajevo Film Festival	Creative Industry Multiple Impact – Showcase Sarajevo Film Festival
<i>Valeria Pica</i>	Gran Sasso Science Institute	The experience of cultural observatories
<i>Cristina Piscitelli</i>	Apulia Film Commission	Synergies and cooperation opportunities in the cinema sector of the Adriatic and Ionian Region

PS1 - Economic growth and sustainability

Chair: *Erblin Berisha*, Polytechnic of Turin

Room: T30

<i>Erblin Berisha</i>	Polytechnic of Turin	The future of Adriatic-Ionian region. What can EUSAIR do in addressing future regional challenges
<i>Miloš Dimitrijević</i>	University of Kragujevac	Harmonization of economic sectors of the Western Balkans in accordance with the EU members of EUSAIR and innovative solutions for sustainable development
<i>Dragan Gligorić</i>	University of Banja Luka	Dollar strength and economic effect on the Western Balkan Countries
<i>Tomasz Grodzicki</i>	Copernicus University	Sustainable Development in Western Balkan countries: An Analysis of Decent Work and Economic Growth

PS2 Governance and local development

Chair: *Andreas Stergiou*, University of Thessaly

Room: T31

<i>Sara Bolognini</i>	Polytechnic University of Marche	Empirical evidence and policy implications in innovation procurement: the Italian experience
<i>Andreas Stergiou</i>	University of Thessaly	Governance quality in Western Balkan Countries: are they Converging with the EU?
<i>Nikola Vidović</i>	University of Belgrade	Causes of high inflation in EU countries

PS3 - Marketing

Chair: *Jelena Stanković*, University of Niš

Room: T32

<i>Eduina Maksuti</i>	Bedër University College	The role of loyalty programs on customer loyalty in hotel industry: A five-star hotel case in Albania
<i>Dorđe Petrović</i>	University of Banja Luka	Efficiency of promotion in IT firms in Bosnia and Herzegovina
<i>Jelena Stanković</i>	University of Niš	The role of the consumer's personality in creating the brand's personality

13.00-14.00	Lunch
-------------	-------

14.00-15.30	Parallel sessions	Room
	PS 4 – Entrepreneurship	T30
	PS 5 – Trade and value chain	T31
	PS 6 – Innovation policy and EUSAIR	T32

PS4 – Entrepreneurship

Chair: *Alessandra Micozzi*, Mercatorum University

Room: T30

<i>Iva Klepić</i>	University of Mostar	The influence of human resources competency management on the business performance of small and medium enterprises from the internal business processes perspective and the learning and growth perspective
<i>Ylvoje Boriçi Kraja</i>	University of Shkodra "Luigj Gurakuqi"	The Comparison of Entrepreneurship Established by Native Entrepreneurs and Returned Migrants
<i>Alessandra Micozzi</i>	Mercatorum University	How does the localization of innovative start-ups near the Universities influence their performance?

PS5 – Trade and value chains

Chair: *Valentina Giannini*, Polytechnic University of Marche

Room: T31

<i>Filip Ž. Bugarčić</i>	University of Kragujevac	The impact of international logistics system on business environment in times of crisis
<i>Valentina Giannini</i>	Polytechnic University of Marche	Spatial distance and economic performance in European multi-unit firms
<i>Aleksa Spasić</i> <i>Vladana Ritan</i>	Tara d.o.o. Banja Luka Metrics d.o.o. Banja Luka	A comparative analysis of export promotion strategies in the six countries of the south-east Europe region
<i>Merita Zulfu Alili</i>	European University Tetovo	Determinants of Foreign Direct Investments in North Macedonia

PS6 – Innovation policy

Chair: *Mila Zorić*, University of Banja Luka

Room: T32

<i>Nicoletta Cangiano</i>	Parthenope University of Naples	Entrepreneurship and innovation policy for EUSAIR strategy. Evidence from Italian regions
<i>Tomasz Grodzicki</i>	Copernicus University	Innovation potential in the Western Balkan countries and in the European Union
<i>Dorđe Petrović</i> <i>Mila Zorić</i>	University of Banja Luka	Possibilities and limitations of establishing science and technology park in Banja Luka

15.30-16.00	Coffee break
-------------	--------------

16.00-17.30	<p>Parallel sessions</p> <p>PS7 – Economic growth and sustainability</p> <p>PS8 – Economic growth and sustainability</p> <p>PS9 – Entrepreneurship</p>	<p>Room</p> <p>T30</p> <p>T31</p> <p>T32</p>
-------------	---	--

PS7 – Economic Growth and Sustainability

Chair: *Teuta Nunaj*, “Barleti” University

Room: T30

<i>Bojan Baškot</i>	University of Banja Luka	Constructed quantitative measure of online mobilization around salient issues: What makes Post-Yugoslav online users tick at home and in diaspora
<i>Teuta Nunaj</i>	“Barleti” University	Economic Development of Tirana
<i>Saša Petković</i>	University of Banja Luka	Total factor productivity (TFP): any complementary effects in transition economies?

PS8 – Economic growth and sustainability

Chair: *Athanasios Falaras*, University of Macedonia

Room: T31

<i>Athanasios Falaras</i>	University of Macedonia	The effect of entrepreneurial orientation to economic benefits, with business strategy and biosecurity as mediators: A research about husbandry in Greece
<i>Ina Keci</i>	European University of Tirana	Student’s decision-making to be engaged toward sustainable entrepreneurship.
<i>Martina Orci</i>	Polytechnic University of Marche	The importance of agglomerations and networking between companies. The case of M&A operations

PS9 Entrepreneurship

Chair: *Francesco Perugini*, Polytechnic University of Marche

Room: T32

<i>Marijana Bugarčić</i>	University of Kragujevac	Entrepreneurial education and innovativeness: evidence from Serbian start-up firms
<i>Lorenzo Compagnucci</i>	University of Macerata	Quality of institutions and spin-off creation in Italy
<i>Ani Mbrica</i>	European University of Tirana	The relationship between narcissism and entrepreneurship

16 September 2022

8.00-9.00	Registration	
9.00-11.00	<p>Plenary Session 2 – Keynote addresses Chair: <i>Jovo Ateljević</i>, University of Banja Luka <i>Jelena Budak</i>, Zagreb Institute of Economics <i>Shampa Roy Mukherjee</i>, University of East London <i>Georgios A. Panos</i>, University of Glasgow <i>Andreas Stergiou</i>, University of Thessaly <i>Kıvanç Ulusoy</i>, Istanbul University</p>	B1
10.30-11.00	Coffee break	
11.00-12.30	<p>Parallel and special sessions SS2 – Infrastructures in the Adriatic and Ionian seas PS10 – Entrepreneurship PS11 – Higher education and employment PS12 – Economic growth and sustainability</p>	<p>Room B1 T30 T31 T32</p>

SS2 – Infrastructures in the Adriatic and Ionian seas

Chair: *Paolo Sospiro*, Polytechnic University of Marche

Room: B1

<i>Francesco De Fabiis</i>	Polytechnic University of Milan	Economic impact of transport infrastructure development in the Adriatic-Ionian region case study
<i>Carlo De Grandis</i>	EU Commission DG Clima	EU policy on maritime fuels
<i>Maria B. Lekakou</i>	University of the Aegean	Sustainable development of the islands and services of general interest. Monitoring and Evaluating through “smart” indicators
<i>Marco Ciro Liscio</i>	Polytechnic University of Marche	European Union strategies and their effects on the Adriatic-Ionian region ports
<i>David Scaradozzi</i>	Polytechnic University of Marche	Autonomous vehicles as a solution to transport in the Adriatic and Ionian Sea Basin

PS10 – Entrepreneurship

Chair: *Sandra Milanović*, University of Niš

Room: T30

<i>Gentjan Çera</i>	University of Tirana	Exploring the impact of the COVID-19 pandemic on the relationship between entrepreneurial resilience and success: evidence from three transition countries
<i>Pier Franco Luigi Fraboni</i>	Polytechnic University of Marche	Small wineries in starred restaurants. The role of sommelier.
<i>Sandra Milanović</i>	University of Niš	Analysis Of Factors Influencing Social Entrepreneurial Intentions: Case Of University Students In The Republic Of Serbia
<i>Dragan Milovanović</i>	University of Banja Luka	Strategic restructuring stakeholders and financial structure

PS11 – Higher education and employment

Chair: *Dragana Preradović Kulovac*, University of Banja Luka

Room: T31

<i>Elvisa Drishti</i>	University of Shkodra “Luigj Gurakuqi”	Inequality of opportunities and beliefs about labor market success in the Western Balkans
<i>Dragana Preradović Kulovac</i>	University of Banja Luka	Modeling students drop out in social sciences using machine learning
<i>Valentina Vukmirović</i>	Institute of Economic Sciences, Belgrade	The impact of Covid-19 on labour income with regard to gender, education, possibility to work from home, and the employment sector

PS12 – Economic growth and sustainability

Chair: *Igor Mišić*, University of Banja Luka

Room: T32

<i>Nevila Mehmetaj</i>	Southeast European University Tetovo	Remittances Inflow Effects on Economic Growth: Evidence from West Balkan Countries
<i>Igor Mišić</i>	University of Banja Luka	Classic models for assessing creditworthiness in the function of predicting the crisis in companies in developing countries
<i>Svetlana Sabljic</i>	University of Banja Luka	Financial Stability of the Western Balkan Banks in the Shadow of the Ukraine Crisis

13.00-14.00	Lunch
-------------	-------

14.00-15.30	Parallel and special sessions	Room
	SS3 – Migration	B1
	PS13 – Economic growth and sustainability	T30
	PS14 – Innovation policy	T31

SS3 – Migration

Chair: *Giulia Bettin*, Polytechnic University of Marche

Room: B1

<i>Marijana Jukić</i>	Josip Juraj Strossmayer University	Integration of Ukrainian refugees into Croatian labor market under the Temporary Protection Directive
<i>Visar Malaj</i>	University of Tirana & CERGE-EI Foundation	The effect of corruption on migration: the case of Western Balkan countries
<i>Milena Mikeš</i>	Law office Dragan Mikeš, Novi Sad	Western Balkan in the Migrant crisis- Law, Economy, Society
<i>Resul Resulaj</i>	Institute of Social Studies and Humanities	Albania and refugees trapped by the pandemic
<i>Teodora Stanković</i>	University of Montenegro	Migration problem in light of Eu conservatism and a multi-layer solution approach

PS 13 - Economic growth and sustainability

Chair: *Maja Ivanović-Đukić*, University of Niš

Room: T30

<i>Monika Arsova</i>	University Goce Delcev-Shtip	Social media communication habits of emerging adults with brands during the Covid-19 pandemic
<i>Neven Cveticanin</i>	Institute of Social Sciences, Belgrade	Geopolitical Consequences Of Covid-19: Western Balkans In A Divided World
<i>Maja Ivanović-Đukić</i>	University of Niš	Impact of Covid-19 pandemic on Entrepreneurship in Adriatic-Ionian Region

SP 14 - Innovation policy

Chair: *Dominique Lepore*, University of Macerata

Room: T31

<i>Dominique Lepore</i>	University of Macerata	Connecting Knowledge Brokers for SMEs Digital Transformation: a configurational study
<i>Ljubiša Mičić</i>	University of Banja Luka	The Economic Impact of Digital Transformation
<i>Andreja Mihailović</i>	University of Montenegro	The Western Balkan's digital integration: from the digital agenda toward the agenda on research, innovation, education, culture, youth, and sports

15.30-16.00	Coffee break
-------------	--------------

16.00-17.00	<p>Plenary session 3 – Collaboration and funding opportunities</p> <p>Chair: <i>Donato Iacobucci</i>, Polytechnic University of Marche <i>Silvia Mangialardo</i>, Polytechnic University of Marche <i>Jelena Rosić</i>, University of Banja Luka</p>
17.00-17.30	Closing of the Conference

Side events of the EUSAIR week

- Summer School on "Sustainable Tourism" (in the framework of the AI-NURECC PLUS Project)
- Partnership meeting of the Erasmus+ Consortium "Uniadrion Italy" coordinated by Polytechnic University of Marche on September 15th
- Business Matchmaking organized by the European Enterprise Network (EEN) on September 16th, at the Faculty of Economics
- Meeting of ESN (Erasmus Student Network) of the Adriatic and Ionian Region, on September 15th, at the Faculty of Economics

Side events opened to REDETE participants (upon registration)

15 September

17.45-20.00	Guided tour of Ancona
-------------	-----------------------

16 September

9.00-13.00	European Enterprise Network - Matchmaking Event
10.30-16.30	Fair on Sustainable Tourism
17.00-19.00	Conference on Sustainable Tourism (in the framework of the AI-NURECC PLUS Project)
20.30-23.00	Social event and music concert in Piazza del Plebiscito