



SVEUČILIŠTE U RIJECI
EKONOMSKI FAKULTET

May 16th-18th, 2024
Congress Center „Sv. Martin Na Muri”
Izvorska 3, Sveti Martin Na Muri



**Udruga vinara
Hortus Croatiae**

2nd International Scientific Conference

SUSTAINABILITY OF CROATIAN AGRICULTURE

Program Committee:

President:

Jana Katunar, PhD

Members:

Jelena Jardas Antičić, PhD

Hanna Shcholokova (Ukraine), PhD

Elena Makrevska Disoska (North Macedonia), PhD

Igor Perko (Slovenia), PhD

Vinko Zaninović, PhD

Organizing Committee:

President:

Nenad Vretenar, PhD

Members:

Danijela Sokolić, PhD

Petra Medvedova (Slovakia), PhD

Lidija Hauptman (Slovenia), PhD





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May 16th, 2024

- | | |
|----------------------|--|
| 14.30 | Registration |
| 15.00 | Opening ceremony |
| 15.15 – 15.30 | Robert Horvat
<i>Challenges for viticulture and winemaking in Međimurje</i> |
| 15.30 – 15.45 | Ema Kelin
<i>Bibliometric indicators for the representation of agriculture in economic literature</i> |
| 15.45 – 16.00 | Ivana First Komen and Nina Grgurić Čop
<i>The role of influencers in the wine industry</i> |
| 16.00 – 16.15 | Elena Makrevska Disoska
<i>Opportunities to promote the Macedonian wine industry within the framework of the "Open Balkans" initiative</i> |
| 16.15 – 16.30 | Hanna Shcholokova
<i>Development of sustainable agriculture in Ukraine in the context of European integration</i> |
| 16.30 – 16.45 | Tomislav Pavlešić
<i>New grape varieties for new viticulture - Illusion or reality?</i> |
| 16.45 – 17.00 | Dragana Grubišić, Martina Briš and Doris Podrug
<i>The effects of quality management in agriculture</i> |
| 17.00 | Coffee break |



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| 17.15 – 17.30 | Igor Perko
<i>Interactions in the hospitality: using virtual reality in vocational learning to improve guest user experience</i> |
| 17.30 – 17.45 | Marija Kaštelan Mrak, Jana Katunar and Kristina Kaštelan
<i>Economic perspective of reputation - Relevance for experience goods</i> |
| 17.45 – 18.00 | Vinko Zaninović
<i>Determinants and trends of international trade in agricultural products: Comparative analysis of Croatia and selected countries</i> |
| 18.00 – 18.15 | Petra Adelajda Zaninović and Helga Pavlič Skender
<i>Short food supply chains in Primorje - Gorski Kotar County</i> |
| 18.15 – 18.30 | Nenad Vretenar
<i>Technology and efficiency in agriculture</i> |
| 18.30 – 18.45 | Jelena Jardas Antičić
<i>Analysis of efficiency in agriculture using data envelopment analysis</i> |
| 18.45 – 19.00 | Danijela Sokolić
<i>The dynamics of change in nature and society</i> |
| 19.00 - 19.15 | Hrvoje Katunar
<i>Circular economy in agriculture</i> |



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|----------------------|---|
| 09.30 – 10.00 | Coffee and gathering |
| 10.00 – 10.15 | Petra Medvedova
<i>Slovakian experience with the preservation of autochthonous agricultural varieties</i> |
| 10.15 – 10.30 | Ivana Tomas Žiković and Saša Žiković
<i>Determinants of corporate profitability in the agriculture industry: Findings from Croatia, Slovenia and Serbia</i> |
| 10.30 – 10.45 | Zoran Ježić
<i>Improving rural education through smart village strategies: A multidisciplinary approach to technological integration</i> |
| 10.45 – 11.00 | Jasmina Dlačić
<i>Challenges and the future of communicating traditional sheep farming</i> |
| 11.00 – 11.15 | Daniela Ježić
<i>Wine bottle label design: Text-linguistic analysis of the Croatian autochthonous grape variety žlahtina</i> |
| 11.15 – 11.30 | Alen Host
<i>The prospects for further synergies between agriculture and tourism in Croatia</i> |
| 11.30 – 11.45 | Marko Tomljanović
<i>Sources of funding for agriculture in the EU</i> |
| 11.45 | Igor Cvečić
<i>Ecological agriculture - new trends</i> |
| 12.00 | Coffee break |



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May 17th, 2024

12.30 – 12.45

Žarko Stilin

Increasing the competitiveness of Kvarner winemakers through strategic association

12.45 – 13.00

Ivana Kunda

News in the field of wine protection with geographical indications in accordance with EU Regulation 2024/1143 of April 11, 2024

13.00 – 13.15

Mladen Rajko

The experience of prosciutto in gastro tourism

14.00

Lunch

16.00

A visit to a local family farm

18.00

A visit to a local family farm





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May 18th, 2024

09.00 – 10.30

Panel discussion with participants of the meeting and members of agricultural associations

The future of Croatian agriculture in the framework of the EU Common Agricultural Policy

10.30

Coffee break

11.00 – 12.00

Final thoughts and ideas

12.00

Closing Ceremony

The conference is the result of scientific projects:

*The institutional framework of the wine sector in the Republic of Croatia (ZIP-UNIRI-2023-4) i
Economic perspectives and sustainability of the agricultural sector (uniri-iskusni-drustv-23-295)*