



Presentation Schedule

Day 2

Location: The Institute of Economics, Zagreb

Friday, September 19

Presentation Schedule FRIDAY, SEPTEMBER 19 – DAY 2		
Room: 01	Session: From Otherness to Agency: Representing and Reimagining the Marginalized Moderator:	
14:00 – 15:30	Melissa Beattie Blips on the Screen: The Representation of Migrants and [de?] Othering in The Falcon and the Winter Soldier (online presentation)	
	Marija Geiger Zeman, Mirela Holy, Zdenko Zeman Performing Gendered Otherness: Public Engagement, Creativity and Promises of Ethnodrama	
	Mirela Holy, Jelena Budak, Izvorka Jurić From Otherness to Influence: The Cultural Impact of Immigrant Designers in Croatia	
	Karla Žagi When Creativity Meets Research: Body Mapping and Storytelling in Research with Refugees	
	Katica Jurčević, Ozana Ramljak Experience, Perception and Otherness of Exile: Antonio Esteban Scarmeta	
	Discussion	
Presentation Schedule FRIDAY, SEPTEMBER 19 – DAY 2		
Room: 02	Session: Storytelling Migration: Counter-Narratives, Media, and Empathy in Motion Moderator:	
14:00 – 15:30	Ozana Ramljak, Ivan Maloča, Marinela Brala Migrations And Nostalgia: The Story from Croatia	
	Dora Santos-Silva Innovative storytelling and counter-narratives for migrant inclusion in the media industry	
	Lorena Marković, Patricia Čerepinko, Irena Miljković Krečar From Spelling to Smileys: Exploring Texting Behavior and Preferences Across Generations and Genders in Croatia	
	Joseph Oppong-Ababio "Migrants in turbulence times" - Staying Awake - Journey to the of Paradise	
	Kristina Posavec, Natasha Kathleen Ružić Virtual Reality as a Tool for Empathy Education: Understanding Migrant Experiences in the Classroom	
	Discussion	

Presentation Schedule | FRIDAY, SEPTEMBER 19 – DAY 2

Room: 01	Session: Innovative and Sustainable Business Strategies in the Creative Economy Moderator:	
15:30– 17:00	Gordana Ćorić, Dora Maroš Alternative sources of financing for environment friendly start-ups in creative industries in Croatia	
	Mahathir Muhammad Empowering Novice Entrepreneurs: Implementing Virtual Commerce as a Creative Digital Marketing Strategy to Enhance Product Sales	
	Gordana Ćorić, Lucija Kožarić Sustainable Business Models for Entrepreneurial Ventures in the Creative Industries: The Case of an Art Gallery	
	Zijad Džafić, Jozo Bejić The impact of business environment on the results of manufacturing of plastic products aimed for construction industry in BiH	
	Discussion	

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Room: 02	Session: Creative Practices, Education, and Wellbeing Across Cultures and Generations Moderator:	
15:30– 17:00	Milena Tacheva, Zhivko Tachev, Kaloyan Tachev Botanical Garden in Bulgaria 2025 (online presentation)	
	Jeronim Dorotić Culture and wellbeing in the EU context: Approaching the EU's cultural and creative sectors (CCS) policies as tools for enhancing the wellbeing of European citizens (online presentation)	
	Orson Nava, Nichola Khan DISTERRA 'Terrains of Disappearance' in the lives of homeless Afghani migrants in Paris. A thirty-minute documentary (online presentation)	
	Upasna Maharaj Approaches and Challenges in Transforming Film Education and Practice in South Africa (online presentation)	
	Madalina Balasescu Creativity in time of change in Romania. Insights from academic field of communication' education and creative professions: journalism, PR, advertising (online presentation)	
	Discussion	