

# CREATIVE FUTURE INSIGHTS 2021

| Presentation Schedule   MONDAY, SEPTEMBER 13 – DAY 1 |  |
|--|--|
| <b>Room:</b> 01                                      | <b>Session:</b> The social significance of creative industries   <b>Moderator:</b> Marija Slijepčević  |
| 14:00 – 17:00  | Renata Geld, Alan Jović, Diana Tomić, Dario Bojanjac, Ivana Hromatko, Ana Sović Kržić, Mirjana Tonković, Matija Jelača<br><b>Education-Based Situated Creativity</b> |
|  | Simona Goldstein, Gordana Ćorić<br><b>Encounter of Two Worlds – A Clash of the Worldviews or the Synergy of Creative Minds and Entrepreneurial Skills?</b>           |
|  | Maja Kolega<br><b>Students Perception of Motives and Obstacles in Social Entrepreneurship Career</b>   |
|  | <b>Break</b>   |
|  | Marija Volarević, Stana Odak Krasić, Martina Majić<br><b>Creativity as an Important Determinant of Education</b>   |
|  | Maria Irene Aparício, Ivone Ferreira, Marta Fiolić<br><b>Festival Politica - Active Citizenship Through Visual Arts (online)</b>                                     |
|  | Unang Mulkhan<br><b>Challenges and Contributions of Cultural and Creative Industries in the Agenda of Sdgs 2030 (online)</b>   |
| <b>Discussion</b>                                    |  |

| Presentation Schedule   MONDAY, SEPTEMBER 13 – DAY 1 |   |
|--|---|
| <b>Room:</b> 02                                      | <b>Session:</b> The impact of the pandemic on the creative industries sector   <b>Moderator:</b> Nikolina Borčić  |
| 14:00 – 17:00  | Nikolina Borčić, Elena Kovačević<br><b>The Effects of the Global Crisis on Corporate Communication Using the Example of Communication in Tourism</b>                                    |
|  | Iva Horvat Radman, Erik Hitters<br><b>The Influence of Covid-19 on the Electronic Dance Music Festival Experience</b>   |
|  | Lidija Fištrek, Bodin Matić Roćenović<br><b>The Influence of Media and Digitization on Event Organizing During the Pandemic (online)</b>  |
|  | <b>Break</b>  |
|  | Martina Topić, Marija Geiger Zeman, Mirela Holy<br><b>Creative Industries and Health Challenges: How to Creatively Communicate Prevention Measures in a Pandemic Context? (online)</b>  |
|  | Irena Ograjenšek, Eva Matjaž, Miro Kline<br><b>Impact of Covid-19 on Cultural and Creative Industries in Slovenia (online)</b>  |
|  | Martina Topić, Marija Geiger Zeman, Zdenko Zeman<br><b>The Face Mask as a Cultural Object and Creative Product: Multiple Meanings of Lockdown Creativity and Pandemic Chic (online)</b> |
| <b>Discussion</b>                                    |   |

| Presentation Schedule   TUESDAY, SEPTEMBER 14 – DAY 2 |  |
|---|--|
| <b>Room: 01</b>                                       | <b>Session: Culture, media, IT, video games and creative economy   Moderator: Jelena Budak</b>   |
| 14:00 – 17:30   | Nikolina Borčić, Martina Granić, Nikolina Štefančić<br><b>Communication and Creation Through Digital Identity</b>  |
|   | Iva Petković, Marija Volarević<br><b>Creativity in External Communication: Did Covid -19 Pandemics Have Any Influence on Corporate Social Media Communication in Croatia</b> |
|   | Stanislav Dadelo<br><b>Sports Culture in the Creative Industry (online)</b>  |
|   | Martina Ambrušec, Domagoj Tolić, Martin Žagar<br><b>Deep Learning-Based Recommendation System in Tourism by Personality Type Using Social Networks Big Data (online)</b>     |
|   | <b>Break</b>   |
|   | Erjon Curaj<br><b>Inclusive digitalization in post COVID-19 reality: Digital skills in creative industries in Albania (online)</b>   |
|   | Ruta Latinyte<br><b>Communicating Gratefulness: A Message Encoded in a Gift Given to a Doctor (online)</b>   |
|   | Jelena Malinarić, Irena Miljković Krečar<br><b>The Analysis of Purchase Motivations for Buying Content in Freemium Mobile Games (online)</b>                                 |
|   | Marko Perić<br><b>The Digitalised Financial Models for Domestic Voluntary Pension Funds (online)</b>   |
| <b>Discussion</b>                                     |  |

| Presentation Schedule   TUESDAY, SEPTEMBER 14 – DAY 2 |  |
|---|--|
| <b>Room: 02</b>                                       | <b>Session: Arts and design in creative industries and experience economy   Moderator: Gordana Ćorić</b>   |
| 14:00 – 17:30   | Ana Gudelj<br><b>Ernest Hemingway: Understanding Others</b>  |
|   | Mirela Holy<br><b>The Relationship Between Sustainable Fashion and Creative Industries: Creative and Innovative Transformation of Fashion?</b>             |
|   | Radmila Janičić<br><b>Holistic Marketing Platform in Sending Messages by Arts (online)</b>   |
|   | Marta Jerković, Marija Slijepčević<br><b>Social Media Communication Analysis of the Selected Museums in Zagreb, Croatia</b>                                |
|   | <b>Break</b>   |
|   | Bojan Mandić<br><b>Storybook Mag for Creative Future Insights 2021: What Luxury Brands Need to Survive in Experience Economy?</b>                          |
|   | Velebit Mirić<br><b>Gamification Possibilities of Creative Design Processes - Co-Working Playgrounds of Tomorrow</b>                                       |
|   | Stana Odak Krasić, Tanja Bodrožić<br><b>An Analysis of Public Relations Profession Image in Selected Films and Television Shows of American Production</b> |
|   | Ivana Rašić<br><b>Creative and Cultural Industries in Croatia</b>  |
| Goranka Stanić<br><b>Art or Product (online)</b>      |  |
| <b>Discussion</b>                                     |  |