

Creativity of Othering in the Age of Migration

Session 9: Innovative and Sustainable Business Strategies in the Creative Economy

Gordana Ćorić, VERN' University, Croatia

Dora Maroš, VERN' University, Croatia

Alternative sources of financing for environment friendly start-ups in creative industries in Croatia

Mahathir Muhammad, Universitas Teknokrat, Indonesia

Empowering Novice Entrepreneurs: Implementing Virtual Commerce as a Creative Digital Marketing Strategy to Enhance Product Sales

Gordana Ćorić, VERN' University, Croatia

Lucija Kožarić, VERN' University, Croatia

Sustainable Business Models for Entrepreneurial Ventures in the Creative Industries: The Case of an Art Gallery

Zijad Džafić, University of Tuzla, Bosnia and Herzegovina

Jozo Bejić, Federal ministry of Development, Entrepreneurship and Craft BiH

The impact of business environment on the results of manufacturing of plastic products aimed for construction industry in BiH

The Multimodal Construction of Female Empowerment in Contemporary Advertising - **Gelu Olivian Tudose (University of Bucharest)**