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36th Osijek - Pforzheim Symposium Review

The Osijek – Pforzheim Symposium is an annual event which originated from the successful collaboration between the Hochschule Pforzheim – Pforzheim University and the Faculty of Economics in Osijek, Josip Juraj Strossmayer University of Osijek.

As in the past three decades, the thematic focus of the joint symposium was based on topics which were of great relevance for the future development of both Osijek and Pforzheim. The major broad topic of the Symposium in previous years was competitiveness and its various aspects, as the key contemporary paradigm of economic growth and development. “*Challenges of competition and development in a changing surrounding*” was the specific theme of the 36th Osijek – Pforzheim Symposium which was hosted by the Hochschule Pforzheim on the 5th and 6th November 2015.

Altogether, there were twelve papers presented: five papers were presented by researchers from the Faculty of Economics in Osijek and seven papers by researchers from Pforzheim University. All the papers have analysed different aspects of competitiveness and have created new insights into the topic. Competition in a changing environment was analysed from the following aspects: indifference of the state in the changing environment of new cars’ sales elaborated on the example of tax activities; corporate social responsibility and its impact

on sustainable human development; food as a competitive advantage of Croatian tourism; regulation of foreign-owned property in international law; the economics of allowances in vertical marketing relationships between manufacturers and retailers; quality, obsolescence and (un)sustainable innovation; the higher education spillover; future business models and shapers of the automotive mobility; the question of motivation in competitiveness; globalisation as a risk factor for creativity and innovativeness; the vocational expectations of generation Y and the relationship between financial literacy, capital structure and competitiveness of SMEs. All of the presentations ended with thought-provoking and constructive discussions about the presented subject and implications for further research.

The social part of the Symposium offered the participants the pleasure of attending joint dinners at great restaurants and a visit to the exhibition Yedegar Asisi “ROME 312” in the Gasometer. Participants also had the opportunity to be a part of the graduation ceremony of more than 400 Hochschule Pforzheim graduates which was held in the CongressCentrum Pforzheim. The Symposium closed with a discussion on creating new plans for continuing the successful long-term collaboration between the two institutions and including more universities in the Symposium.