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TWENTIETH CONFERENCE ON INTERDISCIPLINARY MANAGEMENT RESEARCH – OSIJEK, IMR XX 2024

IMR 2024: At the heart of the Slavonian Plain, Osijek hosted the twentieth edition of the Interdisciplinary Management Research (IMR) conference that took place on 24 and 25 October 2024. This prestigious gathering, which has been bringing together the academic community, researchers, professionals and doctoral students for two decades, was organized in cooperation with the Faculty of Economics and Business in Osijek, Pforzheim University (Germany), and the Faculty of Economics at the University of Bihać. The IMR XX conference confirmed its status as a leading platform for the exchange of ideas and interdisciplinary research achievements on the international scene, inspiring all attendees with its tradition and influence.

Day 1 of the conference – Artificial Intelligence as a New Business Horizon

The first day of the conference began with a ceremonial opening in the Glagolitic Hall, where the attendees enjoyed the inspiring speeches of the hosts and the organizers. The Dean of the Faculty of Economics and Business in Osijek, Boris Crnković, PhD, together with other distinguished guests, expressed his gratitude and pride in the twenty-year tradition of the IMR conference. In the spirit of the current global challenges, this year's opening was particularly characterized by the Business Forum

on the topic of “Artificial Intelligence – a New Era of Business”. Robert Kopal, PhD, CEO of Effectus, inspired the audience with his presentation, in which he explained the importance and potential of AI technologies for shaping the future of business.

The introductory lecture was followed by a dynamic panel discussion in which Kopal, PhD, was joined by leading experts in the fields of artificial intelligence, communication and business development. The discussion on artificial intelligence as a disruptive technology, further enriched by insights from Juraj Bilić of CARNET, Marijana Šarolić Robić from the CRO Startup Association, and other experts, opened up new perspectives and emphasized the key issues of adapting business models to modern technological changes.

Academic dialog and a wealth of research topics

The afternoon of the first day saw a series of parallel sessions in which participants presented their research on topics such as public communication and tourism, corporate responsibility and economic models for high-rise construction. With their presentations, the researchers stimulated numerous discussions and raised questions about the impact of new technologies and communication trends on different sectors. The participants also had the

opportunity to explore the historic fortress Tvrđa, which further enriched this event with the local culture and history of Osijek.

Day 2 of the conference – From Tradition to the Future

The second day featured the continuation of inspiring parallel sessions with topics such as corruption in transition countries, teleworking after the pandemic, and the socio-economic impact of digitalization. The richness of this year's research topics clearly demonstrated the importance of an inter-

disciplinary approach, and the participants from 8 countries provided fertile ground for further academic discussions and collaborations through the presentation of over 70 research papers.

All papers presented are accompanied by a collection of papers indexed in the world's leading databases, underlining the academic importance and global reach of the IMR conference. With its rich tradition and exceptional organization, IMR XX 2024 confirms that interdisciplinary research plays a key role in modern management and business through the exchange of ideas and collaboration between different professions.