

## EXPLORING INNOVATION AND INTERDISCIPLINARY INSIGHTS. EDITORIAL\*

This special issue of INDECS presents a diverse selection of articles originating from the 10<sup>th</sup> ENTRENOVA – *Enterprise Research Innovation Conference*, held from September 5 to 7, 2024, in Dubrovnik, Croatia, in a hybrid format, as well as from other authors. Organised by IRENET – *Society for Advancing Innovation and Research in Economy*, the conference once again served as a dynamic platform for discussing contemporary challenges and innovations across management, communication, technology, and society.

The jubilee edition of ENTRENOVA attracted participants from over twenty countries and featured 70 abstracts and 43 full papers. This special issue of INDECS features extended versions of selected conference papers alongside other contributions that align with the conference's themes. The selected contributions included in this issue reflect the conference's central themes: artificial intelligence and digital transformation, sustainability and leadership, organisational resilience, and the evolving relationship between technology, communication, and human creativity. Together, they offer theoretical insights and practical implications for researchers, professionals, and policymakers seeking to understand the dynamics of innovation in the digital age.

The first article, *Generation Z Thrives, Generation X Lags: Evidence on Job Satisfaction in Croatia's Financial Sector*, authored by Natalia Tutek, Mirko Palić, and Sara Soldo, explores generational differences in job satisfaction across Croatia's financial industry. The study reveals that younger employees – particularly those belonging to Generation Z – demonstrate higher satisfaction and engagement levels than their older counterparts. The authors attribute this gap to evolving expectations surrounding flexibility, professional development, and workplace culture, emphasising the need for organisations to adopt adaptive leadership and inclusive human resource strategies.

The second article, *Cross-Cultural Perspective of Happiness at Work: A Literature Review*, by Monika Hordov, Ana Aleksić Fredotović, and Najla Podrug, synthesises research on how cultural frameworks shape employees' understanding of happiness, motivation, and well-being at work. Drawing from comparative management literature, the paper identifies how cultural norms influence employee expectations, leadership behaviour, and the perception of work-life balance. This review contributes to a growing recognition that globalised work environments require culturally sensitive approaches to management and employee relations.

The third contribution, *Enhancing Project Manager Competencies in Students: A Case Study of the Project Academy of Regional Development and EU Funds*, by Dorotea Markasović, Matija Fortuna, and Ivona Vrdoljak Raguz, investigates how experiential learning enhances project-management skills among university students. Through an applied case study, the authors demonstrate that project-based learning not only strengthens managerial competencies but also fosters innovation and problem-solving skills crucial for regional and EU development initiatives. The study underscores the long-term educational value of integrating real-world challenges into academic curricula.

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\*DOI: [10.7906/indecs.23.5.e.1](https://doi.org/10.7906/indecs.23.5.e.1)

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The fourth article, *Data and Process Mining in Analysing Student Behaviour*, authored by Snježana Križanić, Katarina Tomičić Pupek, and Neven Vrček, employs advanced data- and process-mining techniques to identify behavioural patterns in digital learning environments. By analysing process data, the authors reveal how digital trace analytics can be used to improve institutional decision-making, personalise learning pathways, and increase student retention. The paper contributes to the emerging field of educational data science by demonstrating practical applications of intelligent analytics in higher education.

The fifth article, *Artificial Intelligence as a Driver of Change: A Review of Barriers, Opportunities, and EU Regulatory Frameworks with Implications for Croatia*, by Ana Babić, Anamarija Zron, and Biljana Marković, examines the transformative potential of artificial intelligence within the European policy context. The review analyses regulatory challenges, ethical dilemmas, and opportunities for responsible AI adoption. It provides a timely contribution to the ongoing debate about balancing innovation and governance, emphasising Croatia's strategic need to harmonise its national frameworks with the EU's evolving AI legislation.

The sixth contribution, *Transferring Marketing Experiences from the Military Sector into the Public Sector: A Conceptual Framework*, by Marija Gombar and Marija Boban, proposes a novel conceptual model for transferring marketing principles from the military to the public sector. The authors identify shared communication logics – credibility, discipline, and trust – and discuss how these can enhance transparency, engagement, and strategic reputation management in public institutions. The framework advances interdisciplinary understanding of how cross-sectoral knowledge exchange can strengthen public-sector innovation.

The seventh article, *Comparison of the Types of Corporate Environmental Strategies*, by Sanda Rašić Jelavić, Mirna Pajdaković Vulić, and Tea Peko, explores different corporate approaches to environmental management and sustainability. By classifying strategies ranging from compliance-driven to innovation-led, the paper demonstrates how proactive environmental engagement can serve as a driver of competitiveness. The findings highlight the role of leadership vision, stakeholder collaboration, and long-term planning in fostering sustainable business ecosystems.

The eighth article, *Green Leadership: A Systematic Review and Theoretical Framework*, authored by Patricia Uroić, Mislav Ante Omazić, Nenad Filipović, and Hendrik Sebastian Kriek, offers a systematic synthesis of green leadership research across disciplines. The review maps the theoretical evolution of the concept, linking leadership ethics with sustainability-oriented organisational cultures. The resulting framework offers a comprehensive foundation for future empirical research and for integrating sustainability goals into leadership education and corporate governance.

The ninth article, *Volcanic Crisis Management in Iceland: Lessons from the November 10, 2023, Evacuation of Grindavík*, by Hólmfríður Sigurðardóttir and Eðvald Möller, provides an in-depth analysis of Iceland's national response to a major volcanic event. Through an interdisciplinary perspective combining crisis communication and emergency management, the study identifies effective coordination mechanisms and lessons for enhancing resilience. The findings underline the critical role of preparedness, public communication, and trust-building in complex crisis situations.

The final article, *The Rise and Repositioning of Wikis in Business: A Scopus-Vosviewer Review (2003-2025)*, authored by Hrvoje Budić, Igor Klopotan, and Ivan Hegeđuš, presents a bibliometric analysis of two decades of research on wikis in organisational contexts. By visualising academic trends through network mapping, the authors trace how wikis have evolved from early collaborative tools into integral components of digital knowledge management. The study enriches understanding of digital collaboration ecosystems and provides a longitudinal view of knowledge-sharing transformations.

In summary, this special issue not only captures the diversity of contemporary research but also advances the dialogue between management, communication, and technological innovation. The selected papers extend existing theories through interdisciplinary applications and regional perspectives, offering new conceptual and methodological insights. Collectively, they demonstrate how academic collaboration continues to shape solutions to complex societal and organisational challenges in an era of accelerated digital transformation.

Zagreb, 31<sup>st</sup> October 2025

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