

CONFERENCE REVIEW

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Twenty-first Conference on Interdisciplinary Management Research – Osijek, IMR XXI 2025



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INTERDISCIPLINARY MANAGEMENT RESEARCH CONFERENCE – IMR 2025

The *Interdisciplinary Management Research (IMR) 2025 – 21st International Conference* brought together academics, researchers, and practitioners from various countries to exchange and share their latest research findings and professional experiences across diverse areas of management and related disciplines. As an established interdisciplinary platform, IMR fosters dialogue among scholars and professionals on contemporary trends, theoretical developments, and practical challenges in management, as well as in related fields such as business administration, financial economics, industrial organisation, law and economics. A distinctive feature of the IMR conference is its strong focus on postgraduate research. It provides an encouraging environment for PhD students to present and discuss their work, receive valuable feedback from fellow doctoral candidates, faculty members, and industry experts, and enhance their academic and professional networks. The collegial and supportive atmosphere of the conference continues to promote open discussion, collaboration, and the exchange of innovative ideas within the management research community.

1st day of the Conference

The *Interdisciplinary Management Research XXI* conference, held at the Faculty of Economics and Business in Osijek on 23–24 October 2025, was officially opened by Professor Sunčica Oberman Peterka, Dean of the Faculty of Economics and Business in Osijek. The opening ceremony featured two distinguished keynote speakers. Associate Professor Marina Stanić delivered an insightful lecture titled “*Application of Biometrics in Research – Insights into Individual Behaviour and Decision-Making*,” exploring how biometric methods can enhance the understanding of human actions and choices. Professor Željko Požega presented “*Contemporary Challenges in Employee Motivation*,” addressing the modern dynamics and factors that shape workforce engagement.

Academic dialogue and a wealth of research topics

After the plenary session, the conference continued with several parallel sessions covering a wide range of interdisciplinary research areas, including behavioural economics, labour market activation, or-

ganisational culture and employee innovativeness, digital transformation and marketing, financial risk management, strategic decision-making, tourism and hospitality management, sustainability and green practices, artificial intelligence in education, cultural heritage branding, and corporate social responsibility.

2nd day of the Conference

The second day of the Conference, held on 24 October 2025, was dedicated to informal academic and cultural activities that encouraged networking and interdisciplinary exchange among participants. The programme took place in the historic Tvrda fortress, offering participants the opportunity to experience the city's rich cultural heritage.

Conference attendees visited the Archaeological Museum Osijek and the Museum of Slavonia, where they explored exhibitions highlighting the re-

gion's historical and economic development. These off-site activities provided a relaxed and inspiring environment for further discussion, collaboration, and the strengthening of academic partnerships initiated during the first day's sessions.

The diversity of this year's research topics clearly demonstrated the importance of an interdisciplinary approach, and participants from five countries provided fertile ground for further academic discussion and collaboration through the presentation of 28 research papers. All presented papers are included in a collection indexed in the world's leading databases, underlining the academic significance and global reach of the IMR conference. With its strong tradition and excellent organisation, IMR XXI 2025 confirms that interdisciplinary research plays a key role in modern management and business through the exchange of ideas and collaboration between different professions.