

Agenda

11. novembar 2025. godine / November 11, 2025

Konferencijska sala „Vinarija Pajić“ / Conference hall „Pajić Winery“ (<https://vinarijapajic.com/en/>)

13.30 – 14.00	Registracija učesnika / Registration of participants
14.00 – 14.15	Otvaranje Konferencije / Opening of the Conference
14.15 – 16.00	Plenarna sesija / Plenary session
16.00 – 16.30	Pauza / Coffee break
16.30 – 17.30	Paralelne sekcije / Parallel sections
17.30 – 18.00	Diskusija, zaključci i zatvaranje Konferencije / Discussion, conclusions and closing of the Conference
18.00 – 22.00	Svečana večera / Gala dinner

ПЛЕНАРНА СЕСИЈА / PLENARY SESSION

- 1. A PARADIGMATIC SHIFT TOWARD CIRCULAR ECONOMY: THE CRESCENTO PROJECT**
Luca Ferrarini
- 2. UTICAJ VIŠESTRUKIH CERTIFIKATA NA PROFESIONALNU VALIDACIJU I RAZVOJ KARIJERE U FORENZIČKOM RAČUNOVODSTVU**
THE IMPACT OF MULTIPLE CERTIFICATIONS ON PROFESSIONAL VALIDATION AND CAREER DEVELOPMENT IN FORENSIC ACCOUNTING
Snežana Knežević
- 3. SVEUČILIŠTA IZMEĐU TEORIJE I PRAKSE: DOPRINOS ODRŽIVOM RAZVOJU I GOSPODARSKOJ SURADNJI**
UNIVERSITIES BETWEEN THEORY AND PRACTICE: CONTRIBUTIONS TO SUSTAINABLE DEVELOPMENT AND ECONOMIC COOPERATION
Davor Dujak, Dubravka Pekanov
- 4. ULOGA RASHODA ZA ISTRAŽIVANJE I RAZVOJ U PODSTICANJU EKONOMSKOG RASTA: UVIDI IZ ČETIRI ZEMLJE ZAPADNOG BALKANA**
THE ROLE OF R&D EXPENDITURES IN FOSTERING ECONOMIC GROWTH: INSIGHTS FROM FOUR WESTERN BALKAN COUNTRIES
Branimir Kalaš, Vera Mirović
- 5. EKOF CASE STUDY CLUB – MOST IZMEĐU PRAKSE I AKADEMIJE**
EKOF CASE STUDY CLUB – BRIDGING THE GAP BETWEEN INDUSTRY AND ACADEMIA
Nikola Marković, Aleksandar Nešović

НОВИ ТРЕНДОВИ У ЕКОНОМСКОЈ ТЕОРИЈИ И ПРАКСИ / NEW TRENDS IN ECONOMIC THEORY AND PRACTICE

- 1. SPREMNOST ZAPADNOG BALKANA ZA INDUSTRIJU 4.0 – UPOREDNA ANALIZA DIGITALNE INFRASTRUKTURE I INDUSTRIJSKOG RAZVOJA**

WESTERN BALKANS READINESS FOR INDUSTRY 4.0 – A COMPARATIVE ANALYSIS OF DIGITAL INFRASTRUCTURE AND INDUSTRIAL DEVELOPMENT

Miloš D. Lutovac, Milena Lutovac Đaković, Aleksandar Živković

2. NORTH MACEDONIA–UNITED STATES TRADE RELATIONS: TRENDS AND PERSPECTIVES

Emilija Miteva Kacarski, Kostadinka Panova

3. THE INTEGRATION OF ARTIFICIAL INTELLIGENCE INTO ECONOMIC RESEARCH

Lyudmila A. Zaporozhtseva, Agibalov Alexander Vladimirovich, Konstantin S. Ternovyykh, Lazar Radovanović

4. THE EVOLUTION OF THE ENERGY MARKET IN THE LOW CARBON TRANSITION

Violeta Sima

5. NOVI SVETSKI FINANSIJSKI POREDAK: USPON NBFI, GLOBALNA POVEZANOST I VALUTNA OSOVINA DOLARA

THE NEW GLOBAL FINANCIAL ORDER: NBFI EXPANSION, CROSS-BORDER INTEGRATION, AND THE CENTRALITY OF THE DOLLAR

Jelena Lutovac

6. REASSESSING THE DYNAMICS OF REGIONAL INEQUALITIES IN THE EUROPEAN UNION UNDER THE NEW NORMAL

Papadopol Paula-Irene, Ionescu Madalina Laura

7. ASSESSING THE ENERGY TRANSITION–TRANSPORT DECARBONISATION NEXUS UNDER CLIMATE-NEUTRAL MOBILITY IMPERATIVES

Petre Octavian-Mihai, Foghis Adrian George

8. EKONOMSKI FAKTORI NEZAPOSLENOSTI U SRBIJI: DA LI INFLACIJA ZAISTA OBARA NEZAPOSLENOST? ECONOMIC FACTORS OF UNEMPLOYMENT IN SERBIA: DOES INFLATION REALLY REDUCE UNEMPLOYMENT?

Lidija Madžar

**9. INSTITUCIONALNI OKVIR FISKALNE POLITIKE I IZAZOVI FISKALNE ODGOVORNOSTI U ZEMLJAMA ZAPADNOG BALKANA
INSTITUTIONAL FRAMEWORK OF FISCAL POLICY AND CHALLENGES OF FISCAL RESPONSIBILITY IN THE WESTERN BALKAN COUNTRIES**

Biljana Stanivuk

**10. DIGITALNA TRANSFORMACIJA KAO POKRETAČ EKONOMSKOG RASTA
DIGITAL TRANSFORMATION AS A DRIVER OF ECONOMIC GROWTH**

Miloš D. Lutovac, Bojan Mrđa

**11. PENZION I REZERVNI FOND REPUBLIKE SRPSKE
PENSION RESERVE FUND OF REPUBLIC OF SRPSKA**

Dejana Sladoje Bakula

**ТРАНСФОРМАЦИЈА РАЧУНОВОДСТВА КРОЗ ИНОВАЦИЈЕ, ИНТЕГРАЦИЈЕ И ИНКЛУЗИЈУ /
TRANSFORMATION OF ACCOUNTING THROUGH INNOVATION, INTEGRATION AND INCLUSION**

1. EQUITY VOLATILITY COMPONENTS AND CORPORATE CREDIT SPREADS

Amer Demirovic, Renata Lučić

2. CIRKULARNA EKONOMIJA U KORPORATIVNOM IZVEŠTAVANJU O ODRŽIVOSTI – ANALIZA POKAZATELJA I PRAKSE IZVEŠTAVANJA U SRPSKIM KOMPAIJAMA

CIRCULAR ECONOMY IN CORPORATE SUSTAINABILITY REPORTING – ANALYSIS OF INDICATORS AND REPORTING PRACTICES IN SERBIAN COMPANIES

Nemanja Lojanica, Dejan Jovanović

- 3. EMPIRIJSKA ANALIZA PROMJENA U STRUKTURI PROIZVODNIH TROŠKOVA KAO OSNOVE ZA PRIMJENU ABC METODE**
AN EMPIRICAL ANALYSIS OF CHANGES IN THE STRUCTURE OF PRODUCTION COSTS AS A BASIS FOR THE APPLICATION OF THE ABC METHOD
Emina Hasanović, Amra Gadžo, Meldina Kokorović Jukan
- 4. ИНТЕГРАЦИЈА ЗЕЛЕНИХ ФИНАНСИЈА У ЕКОНОМСКУ ПОЛИТИКУ СРБИЈЕ**
INTEGRATING GREEN FINANCE INTO SERBIA'S ECONOMIC POLICY
Милош Ђаковић, Јелена Андрашић
- 5. РАЧУНОВОДСТВО У ЈАВНОМ ИНТЕРЕСУ: ИНКЛУЗИВНОСТ НАСУПРОТ МАРГИНАЛИЗАЦИЈИ**
ACCOUNTING IN THE PUBLIC INTEREST: INCLUSIVITY VERSUS MARGINALIZATION
Renata Lučić
- 6. CORPORATE TAX BURDEN OF IT COMPANIES: THE CASE OF SERBIA**
Stefan Vržina, Nemanja Karapavlović, Nenad Tomić
- 7. РАЧУНОВОДСТВЕНА И РЕВИЗОРСКА ПРОФЕСИЈА У КОНТЕКСТУ ЕУ РЕГУЛАТИВЕ О ВЕЋАЧКОЈ ИНТЕЛИГЕНЦИЈИ**
ACCOUNTING AND AUDITING PROFESSION IN THE CONTEXT OF THE EU AI ACT
Kosana Vićentijević
- 8. UTICAJ KVALITETA FINANSIJSKIH IZVJEŠTAJA NA PREVENTIVNO RESTRUKTURIRANJE U SREDNJIM I VELIKIM PREDUZEĆIMA U BOSNI I HERCEGOVINI**
THE IMPACT OF THE QUALITY OF FINANCIAL STATEMENTS ON PREVENTIVE RESTRUCTURING IN MEDIUM-SIZED AND LARGE COMPANIES IN BOSNIA AND HERZEGOVINA
Selma Novalija Islambegović, Nedim Islambegović, Almir Bajrić
- 9. РАЧУНОВОДСТВЕНИ ТРЕТМАН ЗАШТИТЕ ЖИВОТНЕ СРЕДИНЕ У ХОТЕЛСКИМ ПРЕДУЗЕЋИМА**
ACCOUNTING FOR ENVIRONMENTAL PROTECTION IN HOTEL COMPANIES
Marko Milašinović
- 10. POKAZATELJI UČINKA U FUNKCIJI KONTROLE KVALITETA RADA INTERNE REVIZIJE**
PERFORMANCE INDICATORS IN THE FUNCTION OF QUALITY CONTROL OF INTERNAL AUDIT WORK
Jozefina Beke-Trivunac, Miljan Adamović, Marija Miložićić, Svetlana Ivanović
- 11. PRIMENA ANALIZE MIKROEKSPRESIJA U FORENZIČKE SVRHE: OTKRIVANJE ZLOUPOTREBA I PREVARA**
APPLICATION OF MICROEXPRESSION ANALYSIS FOR FORENSIC PURPOSES: DETECTION OF ABUSES AND FRAUD
Stefan Milojević
- 12. UPOREDNA ANALIZA INTERNET PRISUSTVA I RIZIKA OD BANKROTSTVA HOTELSKIH PREDUZEĆA**
COMPARATIVE ANALYSIS OF INTERNET PRESENCE AND BANKRUPTCY RISK OF HOTEL ENTERPRISES
Tijana Matejić
- 13. FORENZIČKO RAČUNOVODSTVO KAO GARANT INTEGRITETA PODATAKA KROZ SINERGIJU INOVACIJE, INTEGRACIJE I INKLUZIJE U DIGITALNOJ EKONOMIJI**
FORENSIC ACCOUNTING AS A GUARANTEE OF DATA INTEGRITY THROUGH THE SYNERGY OF INNOVATION, INTEGRATION, AND INCLUSION IN THE DIGITAL ECONOMY
Edin Glogić

**14. RAČUNOVODSTVENI INFORMACIONI SISTEM I MERENJE PERFORMANSI U PORODIČNIM PREDUZEĆIMA
ACCOUNTING INFORMATION SYSTEMS AND PERFORMANCE MEASURES IN FAMILY BUSINESS**

Zdravka Petković, Jana Cvijić Rodić, Nataša Manojlović

**15. VEŠTAČKA INTELIGENCIJA U RAČUNOVODSTVU: TRENDovi I IZAZOVI DIGITALNE TRANSFORMACIJE
ARTIFICIAL INTELLIGENCE IN ACCOUNTING: TRENDS AND CHALLENGES OF DIGITAL TRANSFORMATION**

Aleksandra Mitrović

**16. RAZVOJ FAKTORING POSLOVA U REPUBLICI SRBIJI
DEVELOPMENT OF FACTORING BUSINESS IN SERBIA**

Nataša Marjanović, Dragana Jerković

**17. INTEGRACIJA I INOVACIJA U FINANSIJSKOM IZVJEŠTAVANJU: IZAZOVI I MOGUĆNOSTI ZA
RAČUNOVODSTVENU PROFESIJU U BOSNI I HERCEGOVINI
INTEGRATION AND INNOVATION IN FINANCIAL REPORTING: CHALLENGES AND OPPORTUNITIES FOR THE
ACCOUNTING PROFESSION IN BOSNIA AND HERZEGOVINA**

Milica Obrenović

**18. UTVRĐIVANJE FINANSIJSKOG REZULTATA JEDINICE LOKALNE SAMOUPRAVE I NJEGOVO ISKAZIVANJE
KROZ OBRASCE FINANSIJSKOG IZVJEŠTAVANJA
DETERMINING THE FINANCIAL RESULTS OF A SELF-GOVERNMENT UNIT AND ITS EXPRESSION THROUGH
THE FINANCIAL REPORT FORM**

Cvijeta Simić

**19. ULOGA BUDŽETIRANJA U STRATEŠKOM PLANIRANJU I KONTROLI
THE ROLE OF BUDGETING IN STRATEGIC PLANNING AND CONTROL**

Elmedina Fazlović

**ИНКЛУЗИВНИ МАРКЕТИНГ, МЕНАЏМЕНТ И ПРЕДУЗЕТНИШТВО / INCLUSIVE MARKETING,
MANAGEMENT AND ENTREPRENEURSHIP**

**1. EVOLUCIJA NEPOŠTENIH TRGOVINSKIH PRAKSI U USLOVIMA INTENZIVNOG RAZVOJA SISTEMA
VEŠTAČKE INTELIGENCIJE
EVOLUTION OF UNFAIR TRADING PRACTICES IN THE CONTEXT OF INTENSIVE ARTIFICIAL INTELLIGENCE
SYSTEMS DEVELOPMENT**

Zoran Bogetić, Dragan Stojković, Aleksa Dokić, Ljubica Pjevojić

**2. BRIDGING THE INNOVATION DIVIDE: AI-DRIVEN TRANSFORMATION AND INCLUSIVE GROWTH IN
EMERGING ECONOMIES
BRIDGING THE INNOVATION DIVIDE: AI-DRIVEN TRANSFORMATION AND INCLUSIVE GROWTH IN
EMERGING ECONOMIES**

Radoslav Barišić

**3. DIVERZITET I INKLUZIJA KAO POKRETAČI INOVATIVNOSTI I POSLOVNE USPEŠNOSTI: STUDIJA SLUČAJA
HOTELSKOG LANCA MARRIOTT
DIVERSITY AND INCLUSION AS DRIVERS FOR INNOVATION AND BUSINESS SUCCESS: A CASE STUDY OF
THE MARRIOTT HOTEL CHAIN**

Drago Cvijanović, Bojana Ostojić, Goran Maksimović

4. ARTIFICIAL INTELLIGENCE IN E-BUSINESS – ADVANTAGES AND CHALLENGES

Vladimir Miličević, Aleksandra Zečević, Danilo Đurđić

5. KONKURENCIJA I KONCENTRACIJA NA TRŽIŠTU MESA I MESNIH PROIZVODA U BOSNI I HERCEGOVINI

COMPETITION AND CONCENTRATION IN THE MEAT PRODUCTS MARKET IN BOSNIA AND HERZEGOVINA

Mladen Rebić

6. IZAZOVI I POTREBE EDUKACIJE KADROVA U TURIZMU

CHALLENGES AND NEEDS OF EDUCATION OF STAFF IN TOURISM

Aleksandar Đurić

7. UPRAVLJANJE PROJEKTIMA U IT INDUSTRIJI: STUDIJA SLUČAJA DEVK VERSICHERUNG

PROJECT MANAGEMENT IN THE IT INDUSTRY: A CASE STUDY OF DEVK VERSICHERUNG

Branislava Narančić Joveljić, Fikret Rastoder

8. KVALITET KAO FAKTOR STVARANJA ODRŽIVE VRIJEDNOSTI ZA SVE ZAINTERESOVANE STRANE

QUALITY AS A FACTOR OF CREATING SUSTAINABLE VALUE FOR ALL INTERESTED PARTIES

Cviko Jekić, Angelina Stanišić

9. IMPLEMENTATION OF A CIRCULAR BUSINESS MODEL FOR SUSTAINABLE GROWTH: INTEGRATING PET RECYCLING TECHNOLOGY INTO THE GREEN INDUSTRY 5.0 AGENDA

Aleksandar Pajkanović

10. SPECIFIČNOSTI FINANSIRANJA PREDUZETNIŠTVA U REPUBLICI SRBIJI

THE SPECIFICITIES OF FINANCING THE ENTREPRENEURSHIP IN THE REPUBLIC OF SERBIA

Biljana Pejović, Milena Stojić, Ana Obradović

11. UPRAVLJANJE ORGANIZACIONIM PROMJENAMA KROZ INTEGRACIJU KOTEROVOG I ADKAR MODELA

MANAGING ORGANIZATIONAL CHANGE THROUGH THE INTEGRATION OF KOTTER AND ADKAR MODELS

Alma Mehić, Lidija Mitrašević

12. INOVACIJE, INTEGRACIJA I INKLUZIJA U ERI DIGITALIZACIJE: TRANSFORMATIVNA ULOGA MENADŽMENTA U SAVREMENOJ EKONOMIJI

INNOVATIONS, INTEGRATION AND INCLUSION IN THE ERA OF DIGITALIZATION: THE TRANSFORMATIVE ROLE OF MANAGEMENT IN THE MODERN ECONOMY

Nataša Đalić, Živko Erceg

13. UTICAJ IZVORA I METODA PRIKUPLJANJA PODATAKA NA KVALITET STATISTIČKE ANALIZE U

ISTRAŽIVANJIMA TRŽIŠTA: PROBLEMI TAČNOSTI I STRATEGIJE ZA UNAPREĐENJE KVALITETA PODATAKA

THE IMPACT OF DATA SOURCES AND COLLECTION METHODS ON THE QUALITY OF STATISTICAL ANALYSIS IN MARKET RESEARCH: ACCURACY ISSUES AND STRATEGIES FOR DATA QUALITY IMPROVEMENT

Neda Tešić, Dejan Tešić, Stevan Stević

14. REVIZIJA ORGANIZACIJE PRODAJE I DIGITALNI DIZAJN

SALES ORGANIZATION AUDIT AND DIGITAL DESIGN

Bosiljka Srebro, Miloš Milošević, Lidija Paunović

15. MOTIVATION FOR TELEWORKING

Ileana Georgiana Gheorghe

16. PROJECT MANAGEMENT COMPLEXITY IN THE PHARMACEUTICAL INDUSTRY - LITERATURE REVIEW

Marjan Gjurić

17. UPRAVLJANJE LJUDSKIM RESURSIMA I VIŠAK ZAPOSLENIH U TRANZICIONIM PREDUZEĆIMA: EVALUACIJA STRATEGIJA ZADRŽAVANJA, PREMEŠTANJA I OBUKA

HUMAN RESOURCE MANAGEMENT AND SURPLUS WORKFORCE IN TRANSITIONAL ENTERPRISES: EVALUATION OF RETENTION, REDEPLOYMENT, AND TRAINING STRATEGIES

Marijana Zimonjić

18. ULOGA MARKE U IZGRADNJI POTROŠAČKE LOJALNOSTI
THE ROLE OF THE BRAND IN BUILDING CONSUMER LOYALTY

Adelisa Čaluković