Агенда / Agenda
12. новембар 2026. године / November 12, 2026

Универзитет у Источном Сарајеву, Економски факултет Брчко / University of East Sarajevo, Faculty of Economics Brcko
Студентска 11, Брчко дистрикт / Studentska 11, Brčko district

КЊИГА АПСТРАКАТА
BOOK OF ABSTRACTS

10.00 – 11.00	Регистрација учесника / Registration of participants
11.00 – 11.30	Отварање Конференције / Opening of the Conference
11.30 – 13.00	Пленарна сесија / Plenary session
13.00 – 14.00	Пауза / Coffee break
14.00 – 15.00	Паралелне секције / Parallel sessions Представљање прелиминарних резултата научно-стручног истраживања под називом “Истраживање о стању и проблемима у пословању малих и средњих предузећа у Брчко дистрикту Босне и Херцеговине” / Presentation of the preliminary results of the scientific and professional research study entitled: “Research on the State and Challenges of Small and Medium-Sized Enterprises in the Brčko District of Bosnia and Herzegovina”
15.00 – 16.00	Дискусија, закључци и затварање Конференције / Discussion, conclusions and closing of the Conference

ПЛЕНАРНА СЕСИЈА / PLENARY SESSION

1. **EUROPEAN UNIVERSITY ALLIANCES AND THE EUROPEAN DUAL STUDIES UNIVERSITY (EU4DUAL)**
   Hagen Hochrinner
2. **FROM FRAGMENTED GOVERNANCE TO COORDINATED HUMAN-CAPITAL DEVELOPMENT: A STRATEGIC FRAMEWORK CONNECTING HIGHER EDUCATION, INDUSTRY, AND GOVERNMENT FOR TOURISM WORKFORCE DEVELOPMENT IN BOSNIA AND HERZEGOVINA**
   Meldina Kokorovic Jukan, Lori Pennington-Gray, Erna Herić
3. **HIGHER EDUCATION ACCELERATES ECONOMIC DEVELOPMENT: THE CASE OF POLITECNICO DI MILANO**
   Luca Ferrarini
4. **VJEŠTAČKA INTELIGENCIJA U CIRKULARNOJ EKONOMIJI: POSLOVNA VRIJEDNOST, TROŠKOVI I USLOVI ODRŽIVE PRIMJENE**

ARTIFICIAL INTELLIGENCE IN THE CIRCULAR ECONOMY: BUSINESS VALUE, COSTS AND CONDITIONS FOR SUSTAINABLE ADOPTION
Nikola Davidović, Stefan Kartunov, Milan Vesković

ЕКОНОМИЈА ЗАСНОВАНА НА ЗНАЊУ / KNOWLEDGE-BASED ECONOMY

1. **VJEŠTAČKA INTELIGENCIJA I PERSPEKTIVE EKONOMSKOG RASTA U ZEMLJAMA ČLANICAMA EVROPSKE UNIJE: TEORIJSKI OKVIR I EMPIRIJSKA ANALIZA**
   ARTIFICIAL INTELLIGENCE AND THE PROSPECTS FOR ECONOMIC GROWTH IN EUROPEAN UNION MEMBER STATES: A THEORETICAL FRAMEWORK AND EMPIRICAL ANALYSIS
   Snježana Zarić, Branimir Kalaš, Erna Herić
2. **ТРАНСФОРМАЦИЈА ОБРАЗОВАЊА У СРБИЈИ У КОНТЕКСТУ ЕКОНОМИЈЕ ЗАСНОВАНЕ НА ЗНАЊУ И ТРЖИШНИХ ПРИНЦИПА**
   TRANSFORMATION OF EDUCATION IN SERBIA IN THE CONTEXT OF THE KNOWLEDGE-BASED ECONOMY AND MARKET PRINCIPLES
   Miloš Lutovac, Aleksandar Živković, Jelena Lutovac
3. **TALENT MENADŽMENT U EKONOMIJI ZNANJA: STUDIJA SLUČAJA KOMPANIJE NETFLIX**
   TALENT MANAGEMENT IN THE KNOWLEDGE ECONOMY: A CASE STUDY OF NETFLIX
   Drago Cvijanović, Bojana Ostojić, Božo Ilić
4. **ULOGA ALATA ZA UČENJE ZASNOVANIH NA VEŠTAČKOJ INTELIGENCIJI U RAZVOJU ZNANJA U VISOKOM OBRAZOVANJU**
   THE ROLE OF ARTIFICIAL INTELLIGENCE-BASED LEARNING TOOLS IN KNOWLEDGE DEVELOPMENT IN HIGHER EDUCATION
   Nađa Đurić, Ljiljana Matić, Andrijana Đurđević
5. **ULOGA VISOKOG OBRAZOVANJA U SAVREMENOM EKONOMSKOM RAZVOJU I KONKURENTNOSTI NACIONALNE EKONOMIJE**
   THE ROLE OF HIGHER EDUCATION IN MODERN ECONOMIC DEVELOPMENT AND NATIONAL ECONOMIC COMPETITIVENESS
   Aleksandar Lukić, Denis Stojkanović
6. **TRANSPORT ENERGY TRANSITION ASYMMETRIES, REGIONAL DEVELOPMENT, AND ENERGY SECURITY IN THE EUROPEAN UNION**
   Adrian George Foghiș
7. **EXPLORING THE NEXUS BETWEEN RURAL DEVELOPMENT, HEALTH INEQUALITIES, AND TERRITORIAL DISPARITIES IN ROMANIA**
   Madalina Laura Ionescu, Teusdea Caius Bogdan, Mihalcea Mihai Viorel
8. **SYNERGIES AND TRADE-OFFS BETWEEN EDUCATION, ENERGY TRANSITION, AND RURAL DEVELOPMENT IN A GREEN AND DIGITAL ECONOMY**
   Stefan Laurentiu Prahoveanu, Irene Papadopol, Alina-Oana Chiva, Teodora Mitu
9. **POVEZANOST ULAGANJA U OBRAZOVANJE I EKONOMSKOG RASTA ZEMALJA ZAPADNOG BALKANA U KONTEKSTU EKONOMIJE ZNANJA**
   THE NEXUS BETWEEN PUBLIC EDUCATION EXPENDITURE AND ECONOMIC GROWTH IN WESTERN BALKAN COUNTRIES: A KNOWLEDGE ECONOMY PERSPECTIVE
   Amra Babajić, Nerma Čolaković Prguda

10. **OBRAZOVANJE I PRODUKTIVNOST RADA U EKONOMIJI ZNANJA: KOMPARATIVNA ANALIZA ZEMALJA EVROPSKE UNIJE**
    EDUCATION AND LABOUR PRODUCTIVITY IN THE KNOWLEDGE ECONOMY: A COMPARATIVE ANALYSIS OF EUROPEAN UNION COUNTRIES
    Miloš Lutovac, Marijana Zimonjić

11. **CIVIL LAW ASPECTS OF THE APPLICATION OF ARTIFICIAL INTELLIGENCE IN HIGHER EDUCATION: CHALLENGES AND PERSPECTIVES**
    Aleksandra Nikolova Marković

12. **ЗНАЧАЈ НАСТАВЕ ЕНГЛЕСКОГ ЈЕЗИКА У ВИСОКОМ ОБРАЗОВАЊУ ЗА РАЗВОЈ ПРОФЕСИОНАЛНИХ КОМПЕТЕНЦИЈА И ЗАПОШЉИВОСТ СТУДЕНАТА: ЕМПИРИЈСКО ИСТРАЖИВАЊЕ**
    THE ROLE OF ENGLISH LANGUAGE EDUCATION IN HIGHER EDUCATION IN DEVELOPING PROFESSIONAL COMPETENCES AND STUDENT EMPLOYABILITY: AN EMPIRICAL STUDY
    Snežana Zečević, Ana Andrejević, Branislava Dilparić

13. **PRIMENA VEŠTAČKE INTELIGENCIJE U JAVNOJ UPRAVI EU I SRBIJE: PERSPEKTIVE I IZAZOVI**
    THE USE OF ARTIFICIAL INTELLIGENCE IN EU AND SERBIAN PUBLIC ADMINISTRATION: PERSPECTIVES AND CHALLENGES
    Miloš Lukić

14. **EKONOMSKO-POLITIČKA MOĆ I ULOGA GLOBALNIH KORPORACIJA U SAVREMENOM SVETU**
    THE ECONOMIC-POLITICAL POWER AND ROLE OF GLOBAL CORPORATIONS IN THE CONTEMPORARY WORLD
    Nataša Marjanović, Milan Novović

15. **ЈЕЗИЧКА ПИСМЕНОСТ КАО ЕКОНОМСКИ КАПИТАЛ**
    LINGUISTIC LITERACY AS ECONOMIC CAPITAL
    Jelena D. Mihajlović

16. **FISKALNA KONSOLIDACIJA I FINANSIRANJE VISOKOG OBRAZOVANJA: IZAZOVI ODRŽIVOG EKONOMSKOG RAZVOJA ZEMALJA ZAPADNOG BALKANA**
    FISCAL CONSOLIDATION AND HIGHER EDUCATION FINANCING: CHALLENGES FOR SUSTAINABLE ECONOMIC DEVELOPMENT IN THE WESTERN BALKANS
    Biljana Stanivuk

17. **DEPONIJSKO ZAGAĐENJE KAO NEGATIVAN UTICAJ NA TURIZAM I ŽIVOTNU SREDINU SARAJEVSKO – ROMANIJSKE REGIJE**
    LANDFILL POLLUTION AS A NEGATIVE IMPACT ON TOURISM AND THE ENVIRONMENT OF THE SARAJEVO-ROMANIJA REGION
    Bojana Golijanin

РАЧУНОВОДСТВО, РЕВИЗИЈА И ПОСЛОВНЕ ФИНАНСИЈЕ У ФУНКЦИЈИ ЕКОНОМСКИХ ПРОМЈЕНА / ACCOUNTING, AUDITING, AND BUSINESS FINANCE IN THE FUNCTION OF ECONOMIC CHANGE

1. **ASSOCIATION OF GREEN AND DIGITAL BUSINESS PRACTICES WITH POSITIVE REVENUE CHANGE: EVIDENCE FROM THE WESTERN BALKANS**
   Renata Lučić

2. **IZMEĐU FORMALNE PORESKE USKLAĐENOSTI I EKONOMSKE SUŠTINE: FORENZIČKI INDIKATORI NEPRAVILNOSTI U SISTEMU OBRAČUNA I ISPLATE BONUSA ZAPOSLENIMA**

BETWEEN FORMAL TAX COMPLIANCE AND ECONOMIC SUBSTANCE: FORENSIC INDICATORS OF IRREGULARITIES IN EMPLOYEE BONUS CALCULATION AND PAYMENT SYSTEMS
Stefan Milojević, Snežana Knežević, Biljana Simić

3. **IZMEĐU FORMALNE USKLAĐENOSTI S MRS/MSFI I POUZDANOG IZVJEŠTAVANJA: MODIFIKOVANA REVIZORSKA MIŠLJENJA U DRŽAVNIM PREDUZEĆIMA ZAPADNOG BALKANA**
   BETWEEN FORMAL COMPLIANCE WITH IAS/IFRS AND RELIABLE REPORTING: MODIFIED AUDIT OPINIONS IN WESTERN BALKAN STATE-OWNED ENTERPRISES
   Jelena Poljašević, Josipa Grbavac

4. **MARKETING CHANNELS, BOOKING CANCELLATIONS, AND FINANCIAL EXPOSURE IN HOSPITALITY: A COMPARISON OF MACHINE LEARNING MODELS**
   Srđan Lalić, Dejan Tešić, İbrahim Budak

5. **KOMPARATIVNA ANALIZA ZAHTJEVA INPAS-A I POSTOJEĆIH RJEŠENJA RAČUNOVODSTVENE PRAKSE U BOSNI I HERCEGOVINI**
   A COMPARATIVE ANALYSIS OF INPAS REQUIREMENTS AND EXISTING ACCOUNTING PRACTICE SOLUTIONS IN BOSNIA AND HERZEGOVINA
   Amra Gadžo, Sado Puškarević

6. **ULOGA KONTROLINGA I INTERNE REVIZIJE U IMPLEMENTACIJI PRINCIPA CIRKULARNE EKONOMIJE U GALOPSKOM SPORTU**
   ROLE OF CONTROLLING AND INTERNAL AUDIT IN IMPLEMENTING CIRCULAR ECONOMY PRINCIPLES IN THOROUGHBRED RACING
   Kosana Vićentijević

7. **UTICAJ VEŠTAČKE INTELIGENCIJE NA RAČUNOVODSTVO**
   THE IMPACT OF ARTIFICIAL INTELLIGENCE ON ACCOUNTING
   Zdravka Petković, Jana Cvijić Rodić, Biljana Simić

8. **UTICAJ ESG PRAKSI NA VREDNOST AVIO-KOMPANIJE**
   ESG PRACTICES IMPACT ON AIRLINE VALUE
   Miloš Milošević, Slobodan Rakić, Zorica Davidović

9. **VIŠE OD MINIMALNE VARIJANSE: DA LI OPTIMIZACIJA PORTFOLIJA SMANJUJE SVE DIMENZIJE RIZIKA?**
   BEYOND MINIMUM VARIANCE: DOES PORTFOLIO OPTIMIZATION REDUCE ALL DIMENSIONS OF RISK?
   Neda Tešić, Almira Arnaut Berilo, Sabina Čavalić

10. **STRATEŠKO UPRAVLJANJE FINANCIJSKIM RIZICIMA U JAVNOM ZDRAVSTVENOM OSIGURANJU: PRIMJER ZAVODA ZDRAVSTVENOG OSIGURANJA HERCEGOVAČKO-NERETVANSKE ŽUPANIJE/KANTONA**
    STRATEGIC FINANCIAL RISK MANAGEMENT IN PUBLIC HEALTH INSURANCE: THE CASE OF THE HEALTH INSURANCE INSTITUTE OF HERZEGOVINA-NERETVA CANTON
    Andrej Čović, Irma Dedić

11. **ODNOS EKOLOŠKIH I FINANSIJSKIH PERFORMANSI U HOTELSKIM PREDUZEĆIMA: PREGLED DOSADAŠNJIH ISTRAŽIVANJA**
    RELATIONSHIP BETWEEN ENVIRONMENTAL AND FINANCIAL PERFORMANCE IN HOTEL COMPANIES: OVERVIEW OF PREVIOUS RESEARCH
    Aleksandra Mitrović, Marko Milašinović, Danijela Pantović

12. **VJEŠTAČKA INTELIGENCIJA I PROFESIONALNO PROSUĐIVANJE U OBRAZOVANJU BUDUĆIH RAČUNOVOĐA I REVIZORA**
    ARTIFICIAL INTELLIGENCE AND PROFESSIONAL JUDGMENT IN THE EDUCATION OF FUTURE ACCOUNTANTS AND AUDITORS

Edin Glogić

13. **GRAFOVSKE NEURONSKE MREŽE ZA SPREČAVANJE PRANJA NOVCA: PRAVCI ISTRAŽIVANJA I OBRAZOVNA PERSPEKTIVA U SRBIJI**
GRAPH NEURAL NETWORKS FOR ANTI-MONEY LAUNDERING: RESEARCH TRENDS AND AN EDUCATIONAL PERSPECTIVE IN SERBIA
Tijana Matejić, Miroslav Marković, Tamara Popović

14. **FINANSIJSKO-RAČUNOVODSTVENO UPRAVLJANJE U FUNKCIJI RAZVOJA TURISTIČKE PRIVREDE: PERSPEKTIVE SARADNJE JAVNOG SEKTORA, PRIVREDE I VISOKOG OBRAZOVANJA**
FINANCIAL AND ACCOUNTING MANAGEMENT AS A FUNCTION OF TOURISM INDUSTRY DEVELOPMENT: PERSPECTIVES ON COOPERATION AMONG THE PUBLIC SECTOR, THE BUSINESS COMMUNITY, AND HIGHER EDUCATION
Denis Stojkanović, Aleksandar Lukić

15. **POREZNE NEPRAVILNOSTI U FINANSIJSKIM IZVJEŠTAJIMA PRIVREDNIH DRUŠTAVA: EMPIRIJSKI UVID NA OSNOVU PODATAKA INSPEKCIJSKIH I PRAVOSUDNIH ORGANA**
TAX IRREGULARITIES IN THE FINANCIAL STATEMENTS OF COMMERCIAL COMPANIES: AN EMPIRICAL INSIGHT BASED ON DATA FROM INSPECTION AND JUDICIAL AUTHORITIES
Senka Dizdar

16. **CREDIT RISK OF BANKS AMID MACROECONOMIC CHANGES: CHALLENGES AND PROSPECTS FOR RISK MANAGEMENT**
Madžida Rešidović, Nevena Radić Zarić

17. **POVEZANOST UPRAVLJAČKOG RAČUNOVODSTVA I CIRKULARNE EKONOMIJE KROZ RESOLVE MODEL**
THE CONNECTION BETWEEN MANAGEMENT ACCOUNTING AND THE CIRCULAR ECONOMY THROUGH THE RESOLVE MODEL
Selma Novalija Islambegović, Nedim Islambegović, Amina Alić

18. **ULOGA FINANSIJSKOG MENADŽMENTA U POSTIZANJU POSLOVNOG USPEHA I ODRŽIVOSTI**
THE ROLE OF FINANCIAL MANAGEMENT IN ACHIEVING BUSINESS SUCCESS AND SUSTAINABILITY
Bosiljka Srebro, Branislav Dudić, Aleksandra Pavlović

19. **ULOGA BANKARSKOG SEKTORA U OBLASTI UPRAVLJANJA RIZIKOM OD PRANJA NOVCA I FINANSIRANJA TERORIZMA U REPUBLICI SRBIJI**
THE ROLE OF THE BANKING SECTOR IN THE AREA OF RISK MANAGEMENT OF MONEY LAUNDERING AND TERRORIST FINANCING IN THE REPUBLIC OF SERBIA
Dragana Petrović, Jozefina Beke-Trivunac, Svetlana Ivanović

СТРАТЕГИЈСКО УПРАВЉАЊЕ, ТРЖИШНО ПОЗИЦИОНИРАЊЕ И ПРЕДУЗЕТНИЧКА ДИНАМИКА У ВИСОКОМ ОБРАЗОВАЊУ / STRATEGIC MANAGEMENT, MARKET POSITIONING, AND ENTREPRENEURIAL DYNAMICS IN HIGHER EDUCATION

1. **VISOKO OBRAZOVANJE KAO PODRŠKA RAZVOJU PREDUZETNIŠTVA**
HIGHER EDUCATION AS A SUPPORT SYSTEM FOR ENTREPRENEURSHIP DEVELOPMENT
Lidija Mitrašević

2. **STRATEŠKA I PREDUZETNIČKA TRANSFORMACIJA VISOKOG OBRAZOVANJA U REPUBLICI SRBIJI I REPUBLICI SRPSKOJ**
STRATEGIC AND ENTREPRENEURIAL TRANSFORMATION OF HIGHER EDUCATION IN THE REPUBLIC OF SERBIA AND THE REPUBLIC OF SRPSKA

Jelena Lutovac

3. **THE ROLE OF PROCUREMENT IN SUSTAINABLE REPORTING**
   Aleksa Dokić, Milutin Živanović

4. **ENTREPRENEURIAL DYNAMICS IN HIGHER EDUCATION: AN EMPIRICAL ANALYSIS OF STRUCTURAL CHALLENGES IN BOSNIA AND HERZEGOVINA (2016–2026)**
   Goran Mitrović, Aleksandar Đurić, Živko Erceg, Andrijana Ateljević Mrkajić

5. **ЕВОЛУЦИЈА ЛИДЕРСТВА: ОД КЛАСИЧНИХ СТИЛОВА ДО ЕТИЧКИХ, ОДРЖИВИХ И ДИГИТАЛНИХ МОДЕЛА**
   THE EVOLUTION OF LEADERSHIP: FROM CLASSICAL STYLES TO ETHICAL, SUSTAINABLE, AND DIGITAL MODELS
   Milan Resimić

6. **PODUZETNIČKO OBRAZOVANJE NA JAVNIM UNIVERZITETIMA U BOSNI I HERCEGOVINI: ZASTUPLJENOST U NASTAVNIM PROGRAMIMA I POVEZANOST S PRIVREDOM**
   ENTREPRENEURSHIP EDUCATION AT PUBLIC UNIVERSITIES IN BOSNIA AND HERZEGOVINA: REPRESENTATION IN CURRICULA AND LINKS WITH THE BUSINESS SECTOR
   Bahrija Umihanić, Umihana Umihanić Bukvić

7. **UTICAJ UMJETNE INTELIGENCIJE (AI) NA TRANSFORMACIJU HIJERARHIJSKOG ORGANIZACIJSKOG DIZAJNA PREDUZEĆA U BOSNI I HERCEGOVINI**
   THE IMPACT OF ARTIFICIAL INTELLIGENCE (AI) ON THE TRANSFORMATION OF THE HIERARCHICAL ORGANIZATIONAL DESIGN OF ENTERPRISES IN BOSNIA AND HERZEGOVINA
   Džana Čaušević, Amra Abadžić, Mirela Ćebić

8. **VJEŠTAČKA INTELIGENCIJA KAO POKRETAČ TRANSFORMACIJE SAVREMENOG OGLAŠAVANJA**
   ARTIFICIAL INTELLIGENCE AS A DRIVER OF THE TRANSFORMATION OF CONTEMPORARY ADVERTISING
   Dejan Tešić

9. **UPRAVLJAČKI POTENCIJAL AKREDITACIONIH STANDARDA: KOMPARATIVNA ANALIZA AKREDITACIONIH IZVJEŠTAJA STUDIJSKOG PROGRAMA MEDICINA**
   THE GOVERNANCE POTENTIAL OF ACCREDITATION STANDARDS: A COMPARATIVE ANALYSIS OF ACCREDITATION REPORTS FOR A MEDICINE STUDY PROGRAMME
   Nenad Marković

10. **PRIMENA GENERATIVNE VEŠTAČKE INTELIGENCIJE ZA RAZVOJ POSLOVNIH SOFTVERSKIH REŠENJA**
    APPLICATION OF GENERATIVE ARTIFICIAL INTELLIGENCE FOR THE DEVELOPMENT OF ENTERPRISE SOFTWARE SOLUTIONS
    Vladimir Milićević

11. **FAKTORI PROBLEMA NEDOSTATKA I FLUKTUACIJE KADROVA U HOTELIJERSTVU: EMPIRIJSKO ISTRAŽIVANJE U REGIJI ŠUMADIJE**
    FACTORS OF THE PROBLEM OF SHORTAGE AND FLUCTUATION OF PERSONNEL IN THE HOTEL INDUSTRY: EMPIRICAL RESEARCH IN THE REGION OF ŠUMADIJA
    Ivan Živanović, Jelena Petrović-Nikov, Jelica Milenković

12. **KORPORATIVNO UPRAVLJANJE I UPRAVLJANJE RIZICIMA U BANKAMA: INTEGRITET POSLOVANJA, FINANSIJSKA STABILNOST I BORBA PROTIV PRANJA NOVCA I FINANSIRANJA TERORIZMA**
    CORPORATE MANAGEMENT AND RISK MANAGEMENT IN BANKS: BUSINESS INTEGRITY, FINANCIAL STABILITY AND THE FIGHT AGAINST MONEY LAUNDERING AND THE FINANCING OF TERRORISM
    Bojan Radovanović, Danijela Anđelković, Stefan Krsmanović

13. **STRATEGIC MANAGEMENT OF HIGHER EDUCATION INSTITUTIONS AS A DRIVER OF ECONOMIC CHANGE: FROM ACADEMIC ORGANIZATION TO ENTREPRENEURIAL UNIVERSITY IN THE ERA OF ARTIFICIAL INTELLIGENCE AND THE GREEN TRANSITION**
    Radoslav Barišić