



INTERNATIONAL SCIENTIFIC CONFERENCE

Innovation, Sustainability and Geopolitics

The Future of the Global Economy

15 October 2026 | Faculty of Economics, University of Niš

Conference Programme

09.30 – 10.00 Registration of Participants

10.00 – 10.15 Opening Ceremony

Welcome address **Prof. Vladislav Marjanović, PhD**, dean of the Faculty of Economics, University of Niš

CONFERENCE ROOM 1

10.15 – 11.25 Keynote Addresses

Luisa Lopez — International Society for Professional Innovation Management (ISPIM), Italy

Erfan Ali — Director, Regional Office for Eastern Europe and Central Asia UN-Habitat in Istanbul, Turkey

Taina Christiansen — Head of UN-Habitat country programme in Saudi Arabia

Hendrik Bosshammer — Project Manager, South East Europe Division, Organisation for Economic Cooperation & Development (OECD)

Prof. José António da Conceição dos Santos, PhD — University of the Algarve, Portugal

11.25 – 11.40 Coffee Break

11.40 – 11.45 Opening of the Centre for Innovation and Entrepreneurship

CONFERENCE ROOM MS

11.45 – 13.45 Parallel Sessions

Session 1 Innovation, Digital Transformation and New Growth Models · Conference Room B

Session 2 Sustainability, Green Transition and Inclusive Development · Conference Room A

Session 3 Geopolitical Shifts and the Reconfiguration of the Global Economy · Conference Room 5

Session 4 Innovations for Sustainable Business · Conference Room MS

14.00 Lunch

CONFERENCE PROGRAM

SESSION 1 – Innovation, Digital Transformation and New Growth Models

Session Chair: Bojana Novičević Čečević

	TITLE OF THE PAPER	Author(s)	Affiliation
1.	INTELLIGENT INFORMATION SYSTEMS FOR ENTERPRISE KNOWLEDGE MANAGEMENT	Slavoljub Milovanović Jovica Stanković	University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia
2.	ACCOUNTING PROFESSION IN THE DIGITAL ECONOMY: A NEW PROFESSIONAL PROFILE BETWEEN TRADITIONAL VIRTUES AND CONTEMPORARY COMPETENCIES	Bojana Novičević Čečević Ljilja Antić	University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia
3.	BEYOND AUTOMATION: ARTIFICIAL INTELLIGENCE, ORGANIZATIONAL PERFORMANCE AND THE FUTURE OF EMPLOYEE ENGAGEMENT	Katarina Božić	University of East Sarajevo, Faculty of Business Economics Bijeljina, Republic of Srpska, Bosnia and Herzegovina
4.	FROM FRAGMENTED MARKETING DATA TO EXPLAINABLE INSIGHT: AN INTEGRATED FRAMEWORK FOR AI-SUPPORTED MARKETING DECISION-MAKING	Nikola Milicevic Ines Djokic Nenad Djokic	University of Novi Sad, Faculty of Economics in Subotica, Serbia University of Novi Sad, Faculty of Economics in Subotica, Serbia
5.	MOBILE COMMERCE AS A DRIVER OF INCLUSIVE DIGITAL GROWTH IN THE REPUBLIC OF SERBIA	Svetlana Sokolov Mladenović Igor Mladenović	University of Niš, Faculty of Economics, Serbia
6.	ARTIFICIAL INTELLIGENCE FOR ENHANCING INSURANCE OPERATIONS: AN ILLUSTRATIVE TIME-SERIES FORECASTING EXAMPLE	Ivan Radojković Leonid Stoimenov Ognjen Radović	University of Niš, Faculty of Education Vranje, Serbia University of Niš, Faculty of Electronic Engineering, Serbia University of Niš, Faculty of Economics, Serbia
7.	DIGITAL UPSKILLING OF EMPLOYEES IN THE CONTEXT OF MULTICHANNEL TRADE TRANSFORMATION	Mladen Vučković	PhD student, University of Niš, Faculty of Economics, Serbia
8.	DEVELOPING THE SPACE ECONOMY READINESS INDEX (SERI): A CONCEPTUAL FRAMEWORK	Zoran Tomić	University of Niš, Agricultural Faculty Kruševac, Serbia
9.	POSSIBILITIES OF USING ARTIFICIAL INTELLIGENCE FOR THE PREVENTION AND DETECTION OF VARIOUS TYPES OF FRAUD IN THE REPUBLIC OF SERBIA	Dragomir Dimitrijević	University of Kragujevac, Faculty of Economics, Serbia
10.	MODELING THE MICROSTRUCTURE OF CRYPTOCURRENCY MARKETS USING A HETEROGENEOUS AGENT-BASED MODEL: STATISTICAL VALIDATION OF STYLIZED FACTS	Vesna Stanković	PhD student, University of Nis, Faculty of Economics, Serbia
11.	ANALYSIS OF THE APPLICATION OF HIGH-INVOLVEMENT WORK PRACTICES IN THE SERBIAN IT SECTOR	Tamara Jevtić Dimitrije Gašić Nemanja Berber Agneš Slavić	Academy of Professional Studies Šabac, University of Novi Sad, Faculty of Economics in Subotica, Serbia University of Novi Sad, Faculty of Economics in Subotica, Serbia University of Novi Sad, Faculty of Economics in Subotica, Serbia
12.	DATA PROTECTION IN DIGITAL BUSINESS: ETHICAL RESPONSIBILITY AND SECURITY RISKS	Stefan Orlović	PhD student, University of Niš, Faculty of Economics, Serbia
13.	CORPORATE DIGITAL RESPONSIBILITY IN SERBIAN COMPANIES: FROM CONCEPT TO PRACTICE	Jelena Z. Stanković Jovica Stanković	University of Niš, Faculty of Economics, Serbia
14.	STATE SUBSIDIES AS AN INSTRUMENT OF THE NEW MODEL OF ECONOMIC GROWTH IN SERBIA: INNOVATIONS, EFFECTS AND LIMITATIONS	Bojan Živković Ivana Kostadinović	PhD student, University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia
15.	ECONOMIC GROWTH AS THE INITIATOR OF THE ECONOMIC DEVELOPMENT OF MONTENEGRO	Rade Bojović	Mediterranean University Podgorica, Faculty of Business Studies, Montenegro

SESSION 2 – Sustainability, Green Transition and Inclusive Development

Session Chair: Mirjana Jemović

	TITLE OF THE PAPER	Author(s)	Affiliation
16.	FISCAL DECENTRALIZATION AND EFFECTIVE FISCAL AUTONOMY OF CITY MUNICIPALITIES: A CASE STUDY OF THE CITY OF NIŠ	Bojan Živković Jadranka Đurović Todorović	PhD student, University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia
17.	ECONOMIC GROWTH, RENEWABLE ENERGY AND CARBON EMISSIONS: A COMPARATIVE ANALYSIS OF ROMANIA AND SERBIA	Zoran Simonović Alexandra Marin Alina Florentina Gheorghe (Gavrilă)	Institute of Agricultural Economics, Serbia Bucharest University of Economic Studies, Faculty of Agrifood and Environmental Economics, Romania Bucharest University of Economic Studies, Romania

18.	INTEGRATION OF ESG FACTORS INTO CREDIT RISK MANAGEMENT: A REVIEW OF CONTEMPORARY APPROACHES AND CHALLENGES	Sandra Vuković	University of Singidunum, Belgrade, Serbia
19.	IOT APPLICATION IN SUPPLY CHAIN MANAGEMENT: ADVANTAGES AND DISADVANTAGES	Srećko Ilić	University of East Sarajevo, Faculty of Business economics Bijeljina, Republic of Srpska, Bosnia and Herzegovina
20.	GOVERNMENT READINESS FOR THE ADOPTION OF ARTIFICIAL INTELLIGENCE AND SUSTAINABLE DEVELOPMENT: A COMPARATIVE ANALYSIS OF EUROPEAN COUNTRIES	Ognjen Radović Mirjana Jemović Ivana Marković	University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia
21.	AN INDICATOR-BASED ASSESSMENT OF REGIONAL DISPARITIES IN SUSTAINABLE DEVELOPMENT IN ROMANIA	Jeločnik Marko Dinu Mihai Grosu Maria Carina Marin Alexandra	Institute of Agricultural Economics, Serbia Bucharest University of Economic Studies Bucharest University of Economic Studies, Doctoral School of Economics II, Romania Bucharest University of Economic Studies, Faculty of Agrifood and Environmental Economics, Romania
22.	ECONOMIC GROWTH AND CO2 EMISSIONS: EVIDENCE FROM CEE-11 ECONOMIES	Nemanja Lojanica Vladimir Mihajlović Ivana Kostadinović	University of Kragujevac, Faculty of Economics and Business, Serbia University of Kragujevac, Faculty of Economics and Business, Serbia University of Niš, Faculty of Economics, Serbia
23.	PLUGGED INTO COAL: AN OLD FLEET, A DIRTY GRID, AND THE LIMITS OF ELECTRIFICATION IN SERBIA	Tihon Grbić	University of Belgrade, Faculty of Economics, Serbia
24.	DIGITALIZATION AND TAX REVENUE MOBILIZATION: THE MODERATING ROLE OF ECONOMIC DEVELOPMENT IN SERBIA AND NEIGHBORING COUNTRIES	Branimir Kalaš Miloš Pjanić Miloš Đaković	University of Novi Sad, Faculty of Economics in Subotica, Serbia University of Novi Sad, Faculty of Economics in Subotica, Serbia University of Novi Sad, Faculty of Economics in Subotica, Serbia
25.	CAN RENEWABLE ENERGY REDUCE ENERGY IMPORT DEPENDENCE? THE MODERATING ROLE OF GOVERNMENT EFFECTIVENESS IN THE WESTERN BALKANS	Marija Petrović Randelović Tatjana Stevanović	University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia
26.	THE SUSTAINABLE TRANSFORMATION TRAP: CHALLENGES OF ADAPTING TO THE DIGITAL, GREEN AND CIRCULAR TRANSITION	Gorica Bošković Marija Petrović Randelović	University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia
27.	EXTERNAL VERIFICATION OF ESG INFORMATION IN ENTITIES INCLUDED IN THE BELEX15 INDEX	Jovana Milenović Ljiljana Bonić	University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia
28.	ANALYSIS OF CONCENTRATION IN THE ELECTRONIC COMMUNICATIONS MARKET OF THE REPUBLIC OF SERBIA	Boban Stojanović Snežana Rađukić Vladan Cvetković	University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia PhD student, University of Niš, Faculty of Economics, Serbia
29.	CAN DIGITAL COMPETITIVENESS BE A DRIVER OF SUSTAINABLE DEVELOPMENT? EVIDENCE FROM THE EU MEMBER STATES	Jelena Živković Milan Kostić	University of Kragujevac, Institute for Information Technologies Kragujevac, Serbia University of Kragujevac, Faculty of Economics, Serbia
30.	EDUCATION AS A FACTOR OF LOCAL ECONOMIC DEVELOPMENT IN THE REPUBLIC OF SERBIA: ANALYSIS OF THE INSTITUTIONAL FRAMEWORK AND RELEVANT INDICATORS	Marija Đurković Isidora Ljumović Milutin Ružić	Institute of Economic Sciences, Belgrade, Serbia Institute of Economic Sciences, Belgrade, Serbia University of Belgrade, Faculty of Law, Serbia
31.	SUSTAINABLE AND NON-FINANCIAL (ESG) REPORTING IN AIRPORTS	Miloš Milošević Slobodan Rakić Zorica Davidović	Visoka škola akademskih studija „Melius academy“, Belgrade, Serbia School of Law and Business, Belgrade, Serbia PhD student, Singidunum University Faculty Futura, Belgrade, Serbia
32.	PUBLIC INVESTMENTS AND THE TRANSITION TOWARDS A KNOWLEDGE-BASED ECONOMY IN EUROPE: A PANEL ANALYSIS OF THE ICT SECTOR AND PROFESSIONAL SERVICES	Vladimir Stojanović	PhD student, University of Niš, Faculty of Economics, Serbia
33.	INCLUSIVE SECTORAL RESILIENCE IN EUROPE: GENDER STRUCTURE OF EMPLOYMENT, PRODUCTIVITY, AND RECOVERY AFTER PANDEMIC AND GEOPOLITICAL-ENERGY SHOCKS	Vladimir Stojanović	PhD student, University of Niš, Faculty of Economics, Serbia

SESSION 3 – Geopolitical Shifts and the Reconfiguration of the Global Economy

Session Chair: Ivan Marković, Dragan Petrović

TITLE OF THE PAPER	Author(s)	Affiliation
34. BEYOND THE BLACK SEA CORRIDOR: ROMANIA'S DUAL ROLE IN THE RECONFIGURATION OF UKRAINE'S AGRI-FOOD TRADE	Jonel Subić Simona Roxana Pătărlăgeanu Alina Florentina Gheorghe (Gavrilă) Carina Maria Grosu	Principal Research Fellow, Institute of Agricultural Economics, Serbia University of Economic Studies, Department of Agrifood and Environmental Economics, Bucharest, Romania Doctoral School of Economics II, Bucharest University of Economic Studies, Bucharest, Romania Doctoral School of Economics II, Bucharest University of Economic Studies, Bucharest, Romania
35. CHALLENGES OF THE ENERGY TRANSITION IN THE CONTEXT OF COMPLEX GEOPOLITICAL RELATIONS	Dragan Petrović Zoran Stefanović Mladen Anđelković	University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia
36. GLOBAL IMPACT OF INTERNATIONAL TRANSMISSION OF MONETARY POLICY CHANNELS - THE CASE OF SERBIA	Marina Đorđević Jadranka Đurović Todorović Milica Ristić Cakić	University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia
37. MONETARY CONDITIONS AND ECONOMIC ACTIVITY IN A MULTIPOLAR WORLD: ANALYSIS OF ASYMMETRIC EFFECTS IN THE CASE OF SERBIA	Andrea Jović	University of Belgrade, Faculty of Economics, Serbia
38. FROM CORPORATE CONTROL TO DIGITAL RELATABILITY: THE PARADOX OF BRAND IDENTITY IN DIGITAL CULTURE	Iuliia Balandina	Immanuel Kant Baltic Federal University, Kaliningrad, Russia
39. BOSNIA AND HERZEGOVINA'S BANKING SECTOR RESILIENCE AMID GLOBAL UNCERTAINTY: CREDIT GROWTH, ASSET QUALITY AND EMERGING RISKS	Dražen Bojagić Vitomir Starčević Ivan Mirović	University of East Sarajevo, Faculty of Business Economics Bijeljina, Bosnia and Herzegovina
40. ARTIFICIAL INTELLIGENCE IN ASSORTMENT AND TRADE MARKETING DECISIONS IN FOOD RETAIL: COMBINING ALGORITHMIC OPTIMISATION WITH MANAGERIAL JUDGEMENT	Vadym Ratynskiy	Ternopil Ivan Puluj National Technical University, Faculty of Economics and Management, Department of Management of Innovative Activities and Sphere of Services, Ternopil, Ukraine
41. UNCERTAINTY, RISK, AND THE APPLICATION OF MANAGEMENT ACCOUNTING TOOLS	Mirjana Todorović Ivana Vuković Milan Čupić	University of Kragujevac, Faculty of Economics, Serbia University of Kragujevac, Faculty of Economics, Serbia
42. EXPLORING CLIMATE VARIABILITY THROUGH THE KÖPPEN CLIMATE CLASSIFICATION AND ANNUAL CLIMATE TYPE APPROACH IN THE BALKANS	Hristo Popov Dana Maria Constantin (Oprea) Daiana Giorgiana Lüftner Konstantia Tolika Christina Anagnostopoulou Jelena Svetozarevic	Sofia University, Department Climatology, hydrology and geomorphology, Faculty of Geology and Geography, Bulgaria University of Bucharest, Faculty of Geography, Romania National Meteorological Administration, Bucharest, Romania Department of Meteorology and Climatology, School of Geology, Aristotle University of Thessaloniki, Greece Climate, Atmosphere and Water Research Institute, Bulgarian Academy of Science, Bulgaria
43. ARTIFICIAL INTELLIGENCE AS A DRIVER OF CHANGE IN THE WORLD ECONOMY	Miloš Todorović Ivan Marković Milan Kalinović	University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia
44. MACHINE LEARNING AND LAW: SELECTED REGULATORY AND ETHICAL CHALLENGES	Tamara Milenković-Kerković Ružica Petrović	University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia
45. NETWORK EFFECTS AS A POTENTIAL SOURCE OF MARKET POWER OF DIGITAL PLATFORMS: A LEGAL AND ECONOMIC ANALYSIS OF THE REGULATORY FRAMEWORK OF THE EUROPEAN UNION AND THE REPUBLIC OF SERBIA	Marijana Marjanović	University of Niš, Faculty of Law, Serbia
46. ARTIFICIAL INTELLIGENCE AND SUSTAINABILITY: BETWEEN TECHNOLOGICAL PROGRESS AND NEW FORMS OF GEOPOLITICAL DEPENDENCE	Eldin Dobardžić	University of Novi Pazar, Serbia
47. GEOPOLITICAL SHIFTS AND THE ECONOMIC GEOGRAPHY OF THE REPUBLIC OF SERBIA	Dejan Đorđević Aleksandar Manasijević	University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia

SESSION 4 – Innovations for Sustainable Business

Session Chair: Marija Radosavljević

	TITLE OF THE PAPER	Author(s)	Affiliation
48.	FROM INNOVATION CAPACITY TO INNOVATION ECOSYSTEMS: THE ROLE OF UNIVERSITIES IN WIDENING COUNTRIES	Marija Radosavljević Biljana Djordjević	University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia
49.	SMART WAREHOUSES IN SUPPLY CHAINS: ADVANTAGES AND DISADVANTAGES	Srdan Damjanović Srećko Ilić	University of East Sarajevo, Faculty of Business Economics Bijeljina, Republic of Srpska, Bosnia and Herzegovina
50.	DIGITAL TRANSFORMATION AND INNOVATION IN WINE TOURISM: ASSESSING THE POTENTIAL OF THE COUNTRIES OF THE FORMER YUGOSLAVIA	Radmila Jovanović Emilija Manić Barbara Polo Martin	The Institute of Agricultural Economics, Serbia/ University of Malaga, Spain University of Belgrade - The Faculty of Economy and Business, Serbia Autonomous University of Madrid, Spain
51.	TESTING DIFFERENCES IN REGIONAL PATENTING ACTIVITY BY R&D INVESTMENT INTENSITY: EVIDENCE FROM EUROPEAN NUTS 2 REGIONS	Ljubivoje Radonjic Vladan Ivanovic	Institute of Economic Sciences, Serbia University of Kragujevac, Faculty of Economics, Serbia
52.	RESPONSIBLE CONSUMPTION IN SUPPORT OF SUSTAINABLE DEVELOPMENT	Suzana Đukić Jelena Stanković Tadija Đukić	University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia
53.	STUDENT BURNOUT IN HIGHER EDUCATION: A SUSTAINABILITY PERSPECTIVE	Sonja Ivančević Tatjana Ivanović	University of Belgrade, Faculty of Organizational Sciences, Serbia
54.	BLENDING AI WITH GREEN HRM	Tatjana Ivanović Sonja Ivančević	University of Belgrade, Faculty of Organizational Sciences, Serbia
55.	FROM SPECIALIST TO FOUNDER: DOES THE TECHNICAL/FUNCTIONAL CAREER ANCHOR TRANSLATE INTO ENTREPRENEURIAL INTENTIONS AMONG STUDENTS?	Sandra Milanović Zbiljić Biljana Đorđević	University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia
56.	INNOVATION PERFORMANCE OF EUROPEAN COUNTRIES: IDENTIFYING DEVELOPMENT PATTERNS THROUGH MULTIVARIATE ANALYSIS	Vesna Janković-Milić Vinko Lepojević	University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia
57.	THE IMPACT OF ARTIFICIAL INTELLIGENCE ON STARTUP BUSINESS MODEL TRANSFORMATION: THE ROLE OF AI INTEGRATION IN THE CORE VALUE PROPOSITION	Nikola Stojiljković	PhD student, University of Niš, Faculty of Economics, Serbia
58.	COMPATIBILITY BETWEEN INDUSTRY 4.0 AND ACTIVITY BASED COSTING AND ITS CONTRIBUTION TO THE IMPROVEMENT OF THE BUSINESS OPERATIONS	Aleksandra Arsenijević Ljilja Antić Bojana Novičević Čečević	University of Niš, Serbia University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia
59.	LEAN TRANSFORMATION OF OPERATIONAL PROCESSES IN A NONPROFIT ORGANIZATION: A CASE STUDY OF A SECONDARY SCHOOL	Danijela Stošić Panić Aleksandra Anđelković Ana Savić	University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia Primary School Stojan Novaković, Blace
60.	ELECTRONIC GOVERNMENT IN THE REPUBLIC OF SERBIA AND COUNTRIES OF THE REGION: A COMPARATIVE ANALYSIS OF DEVELOPMENT	Kristina Petrović Biljana Rakić	University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia
61.	FRUGAL INNOVATION AND SUSTAINABLE ENTREPRENEURSHIP: DEVELOPMENT OF A CONCEPTUAL MODEL AND RESEARCH INSTRUMENT	Jelena Kocić	City Administration of the City of Leskovac, Serbia
62.	DIGITAL MATURITY AND INNOVATION PERFORMANCE: A CASE STUDY OF NELT GROUP	Miljana Drašković	Elektrodistribucija Srbije, Serbia
63.	FROM TRADITIONAL CRM TO AI-ENABLED SUSTAINABLE CRM	Dragana Nikolić Ristić Suzana Đukić	Faculty of Management, Metropolitan University Belgrade, Serbia University of Niš, Faculty of Economics, Serbia
64.	LEADERSHIP STYLE PROFILES AND DIFFERENCES IN JOB SATISFACTION AMONG HEALTHCARE WORKERS IN SERBIA	Goran Perić Marko Gašić Sandra Dramićanin	Toplica Academy of Applied Studies, Blace, Serbia Toplica Academy of Applied Studies, Blace, Serbia Toplica Academy of Applied Studies, Blace, Serbia



REGISTRATION FEE

The registration fee - 30 € per author (VAT included) or equivalent amount in Serbian dinars on the day of payment.

Payments in RSD - account number: 840-0000032800845-19

Payments in EUR - following instructions: <http://www.eknfak.ni.ac.rs/ISC2026/dl/Peyment-instruction2026.pdf>

Payment in cash on the day of the Conference – office 7.

The participation fee covers the conference proceedings, conference material, refreshments and lunch after the Conference.

NOTES:



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