CONFERENCE AGENDA

-	29 th – 31 st May 2025	SHAPING SUSTANABLE ECONOMIES: THE ROAD TO EU MEMBERSHIP AVALA Resort & Villas / Budva, Montenegro
		Thursday , 29 th May
•	7:30 – 9:30 9:30 – 10:30	Registration OPENING CEREMONY Musical Moment by GuitarDUO Bulatović & Nikčević Conference host: Hanan Nanić, Journalist & Producer Mijat Jocović, Dean, Faculty of Economics, UoM Una Sikimić, Chairman of the Executive Board, ALTA Banka a.d. Beograd Jakov Milatović, President of Montenegro
	SESSION 1:	SUSTAINABLE FINANCE IN THE CONTEXT OF NEW EU POLICIES In partnership with NLB Banka & Mastercard
	10:30 – 10:50 10:50 – 11:10 11:10 – 12:00	Blaž Brodnjak, CEO, NLB Group Irena Radović, Governor, Central Bank of Montenegro Discussion on financial systems and EU accession negotiations on financial matters Moderator: Ana Mugoša, Faculty of Economics, UoM
_	12:00 – 13:00	Snack
	SESSION 2:	The Narrow Corridor of Freedom: Possibilities of its implementation in present world, dominated by elephants. What about small countries? In partnership with Central Bank of Montenegro
	13:00 – 14:00 14:00 – 14:30	James A. Robinson, Chicago University Nobel Prize Winner 2024 (Together with D. Acemoglu and S. Johnson) Discussion Moderator: Jovan Đurašković, Faculty of Economics, UoM
-	14:30 – 15:00	Coffee Break
	SESSION 3:	NAVIGATING TOWARDS PUBLIC FINANCE SUSTAINABILITY
	15:00 – 15:40 15:40 – 16:00	Jože P. Damijan, SEB, University of Ljubljana Discussion Moderator: Milena Konatar, Faculty of Economics, UoM
	SESSION 4:	SOUTHEAST EUROPE AND MONTENEGRO IN 2025 In partnership with Logate
_	16:00 – 16:50 16:50 – 17:30	Two evaluations of independent institutes (macroeconomic projections) Velimir Bole, Economic Institute (EIPF), Ljubljana Maja Baćović, Faculty of Economics, UoM Discussion Moderator: Tamara Backović, Faculty of Economics, UoM
_	20:00	DINNER (Glass Hall, Hotel AVALA) Welcome speech, Nikola Jovanović, President of the Municipality of Budva Musical Performance by Verica Čuljković

	Friday, 30 th May		
SESSION 5:	SHAPING THE FUTURE OF SUSTAINABLE ENERGY: INSIGHTS FROM ELES AND EPCG In partnership with Elektroprivreda Crne Gore		
10:00 – 10:15	WHO we are? ELES and EPCG Montenegro (video)		
10:15 – 11:00	How are we prepared? Presentations by presidents of both groups Aleksander Mervar, CEO, ELES Slovenia		
11:00 – 12:00	Ivan Bulatović, CEO, EPCG Montenegro Discussion Moderator: Milan Lakićević, Faculty of Economics, UoM		
12:00 – 12:30	Coffee Break		
SESSION 6:	DRIVING BUSINESS SUSTAINABILITY: INSIGHTS ON OSA AND CORPORATE GOALS In partnership with VOLI Trade		
12:30 – 12:45	OSA: a new European approach to the industrial policy (video, prepared by Tjaša Redek, SEB, University of Ljubljana,		
12:45 – 13:05	and Milica Muhadinović, Faculty of Economics, UoM) How RIKO is shaping OSA (its experience and future goals)? Janez Škrabec, President of RIKO		
13:05 – 13:25	How VOLI is shaping sustainability (its experience and future goals)? Dragan Bokan, President of VOLI		
13:25 – 14:30	Discussion Moderator: Vujica Lazović , Faculty of Economics, UoM		
14:30	CONCLUDING WORDS		
17:45 19:00 – 23.30	Departure to Tivat Boat Cruise with Gala dinner – The Bay of Kotor Musical Performance – Boka Band		
	Saturday , 31 st May		
10:00 – 11:00	Budva Old Town Walking Tour		

Academic Sessions & Workshops

TOP EXECUTIVE WORKSHOP FOR STUDENTS



Thursday, 29th May, 16:00 - 17:00 (Glass Hall)

Blaž Brodnjak, CEO, NLB Group

ACADEMIC SESSIONS

(In partnership with AOM)



Special guest lecture: Academy Of Management: Connecting Scholars and Creating Impact Friday, 30th May, 12:30 - 13:30 (Glass Hall)

Keynote speaker

Peter A. Bamberger, President, Academy of Management

Workshop: THE POWER OF EXPERIMENTATION IN MANAGEMENT RESEARCH

Thursday, 29th May, 10:30 - 12:30 & 15:00 - 19:00 (Conference Room I) Friday, 30th May, 9:00 - 12:00 & 15:00 - 18:00 (Conference Room I)

Jelena Cerar, Assistant Professor

WU Vienna University of Business and Economics

PARALLEL ACADEMIC SESSIONS

(In partnership with ASECU)



Session: BUSINESS

Presentations & Discussion

Friday, 30th May, 13:30 - 15:00 (Glass Hall)

Moderators: Aleksandar Tomić, Boston College Ivan Radević, Faculty of Economics, UoM

NATIONAL INSTITUTIONS AND AI-AUGMENTED DECISION-MAKING: GOVERNMENT ENDORSEMENT AND CULTURAL TIGHTNESS INFLUENCES Jelena CERAR, Dana MINBAEVA, Phillip C. NELL	POLICIES PERCEPTION OF SUSTAINABLE OUTSOURCING IN SOUTHEAST EUROPE COMPARED TO EUROPEAN UNION Andrija RAŽNATOVIĆ		
NEW BARGAINING APPROACH IN THE WAKE OF DIGITAL TRANSFORMATION IN PUBLISHING SECTOR Galjina OGNJANOV, Mihail ARANDARENKO, Dragan ALEKSIĆ	THE ROLE AND IMPORTANCE OF LEADERSHIP IN THE POST-PANDEMIC ENVIRONMENT Andrijana KALUĐEROVIĆ, Sofija SEKULIĆ, Eldar KOMAR		
WHAT DRIVES INVESTMENTS IN GREEN TECHNOLO- GIES IN SLOVENIAN SMES? Neventa HPOVATIN, Janes DOLŠAK, Jelena ZOPIĆ	ADVANCING PUBLIC PARTICIPATION THROUGH DIGITAL MAPPING: INSIGHTS FROM PPGIS STUDIES Claudia POMELLI Carl CANDERSON, Carolin KLONNER		

Nevenka HROVATIN, Janez DOLSAK, Jelena ZORIC

Jaudia ROMELLI, Carl C. ANDERSON, Carolin KLONNER Nora FAGERHOLM, Christian ALBERT

EXPORT MARKETING STRATEGIES OF ALBANIAN SMES CHALLENGES AND OPPORTUNITIES

Sandra VOGLI

E-COMMERCE IN TRANSITION: FROM CASH ON DE-LIVERY TO DIGITAL PAYMENTS

Sunčica VUKOVIĆ, Chahna GONSALVES, Ljiljana KAŠĆELAN, Ivan BOŠKOVIĆ

AI-PROOF FUTURE EMPLOYEES: INVESTIGATING PER-CEPTIONS ON ARTIFICIAL INTELLIGENCE SKILLS AND COMPETENCIES

Ljupcho EFTIMO, Violeta CVETKOSKA, Bojan KITANOVIK

CONCENTRATION, COMPETITION AND EFFICIENCY OF COMPANIES IN THE MILK AND DAIRY PRODUCTS **MARKET IN BOSNIA AND HERZEGOVINA**

Tamara DRAGIĆ, Mladen REBIĆ, Milica BOJAT

A PROFILE OF THE INDIVIDUAL INVESTOR IN THE WESTERN BALKANS

Miloš GRUJIĆ, Aleksandar DŽOMBIĆ, Isidora DŽOMBIĆ

DEVELOPMENT OF KNOWLEDGE AND SKILLS OF EM-PLOYEES AS A FACTOR OF ORGANIZATIONAL SUCCESS

Svetlana KOJOVIĆ, Jasmina ĆETKOVIĆ

Session: SUSTAINABLE ECONOMY

Presentations & Discussion

Friday, 30th May, **15:30 – 17:00** (Glass Hall)

Moderators: **Zdenka Dragašević**, Faculty of Economics, UoM **Julija Cerović Smolović**, Faculty of Economics, UoM **Milica Muhadinović**, Faculty of Economics, UoM

SCRUTINISING THE URBAN MOBILITY READINESS IN- DEX: PAVING THE WAY FOR IMPARTIAL COMPOSITE INDEX MEASURE OF SUSTAINABLE MOBILITY Veljko USKOKOVIĆ, Veljko JEREMIĆ
THE IMPORTANCE OF IMPLEMENTING GREEN STRAT- EGIES FOR BRAND BUILDING - EXPLORING YOUTH PERCEPTIONS Dragana ĆIROVIĆ, Milica VUKČEVIĆ
GREEN TRANSITION IN MONTENEGRO – ATTITUDES AND BEHAVIOR OF CITIZENS Vjera JOVOVIĆ, Milorad JOVOVIĆ
MITIGATING URBAN HEAT ISLAND EFFECTS WITH A REGENERATIVE BLUE-GREEN INFRASTRUCTURE APPROACH Matjaž HRIBAR, Žiga TURK
REVIEW OF ENERGY TRANSITION RESEARCH IN DE- VELOPING COUNTRIES Zdenka DRAGAŠEVIĆ, Julija CEROVIĆ-SMOLOVIĆ
PLANT PRO-ENVIRONMENTALISM AMONG SEE BUSI- NESS STUDENTS: AN EXPLORATORY SOCIO-DEMO- GRAPHIC AND VALUE PROFILE STUDY Nikša ALFIREVIĆ, Ivan RADEVIĆ, Jovana MILIĆ
THE PRODUCTIVITY-SUSTAINABILITY NEXUS IN EU AGRICULTURE: EVIDENCE FROM BIOECONOMY SECTOR PANEL DATA (2012-2021) Saša ČEGAR, Nada DENONA-BOGOVIĆ, Nika STIPETIĆ-KALINIĆ
DETERMINANTS OF RAW MATERIAL CONSUMPTION IN THE CONTEXT OF THE CIRCULAR ECONOMY: EVIDENCE FROM EU-27 COUNTRIES Saša ČEGAR, Saša DREZGIĆ, Vesna BUTERIN

Session: **ECONOMY**

Presentations & Discussion

Friday, 30th May, **15:30 – 17:00** (Congress Hall)

Moderators: **Nikola Milović**, Faculty of Economics, UoM **Maja Baćović**, Faculty of Economics, UoM

Maja Baćović, Faculty of Economics, UoM	
POLITICAL MACROECONOMY AND DIGITAL CYCLES Miomir JAKŠIĆ	THE IMPACT OF THE UKRAINE WAR ON THE WESTERN BALKANS: GEOPOLITICS AND GEOECONOMICS Ritsa PANAGIOTOU
LEGAL FRAMEWORK FOR ECONOMIC DEVELOPMENT BETWEEN THE REQUIREMENTS OF SUSTAINABILITY AND THE PROCESS OF DIGITALIZATION Marko ĐOGO	THE IMPACT OF PATENTS AND ICT PATENTS ON ECO- NOMIC GROWTH IN OECD COUNTRIES Gunter MERDZAN, Predrag TRPESKI, Mijalche SANTA
INTELLECTUAL CAPITAL AS INDICATOR OF REGIONAL DEVELOPMENT: EVIDENCE FROM THE REPUBLIC OF SERBIA Bojan KRSTIĆ, Tamara RAĐENOVIĆ, Milica JOVANOVIĆ-VUJATOVIĆ, Ljiljana BONIĆ	CHALLENGES AND REFORMS IN THE ENERGY SECTOR OF THE SOUTHEASTERN EUROPEAN COUNTRIES THAT ARE CANDIDATES FOR MEMBERSHIP IN THE EUROPE- AN UNION Aleksandra PRAŠČEVIĆ
ECONOMIC OUTLOOK FOR MONTENEGRO FROM 2025 TO 2028 Maja BAĆOVIĆ, Bojan PEJOVIĆ	DETERMINANT FACTORS OF WOMEN'S LABOR MAR- KET PARTICIPATION IN ALBANIA: CHALLENGES AND POLICY IMPLICATIONS Sonila XHEMAL
EVALUATING FISCAL REFORM EFFECT ON INFLATION: DIFFERENCE-INDIFFERENCES INSIGHTS FROM 'EU- ROPE NOW' IN MONTENEGRO Stevan ĐURIĆ, Nemanja POPOVIĆ, Vera GOJČAJ, Milivoje RADOVIĆ	NATIONAL INSTITUTIONS AND AI-AUGMENTED DECISION-MAKING: GOVERNMENT ENDORSEMENT AND CULTURAL TIGHTNESS INFLUENCES Jelena CERAR, Dana MINBAEVA, Phillip C. NELL
MARKET ASYMMETRIES AND EDUCATIONAL STRUCTURE OF THE UNEMPLOYED POPULATION IN BOSNIA AND HERZEGOVINA AND MONTENEGRO Eldar KOMAR, Hatidža JAHIĆ, Andrijana KALUĐEROVIĆ, Sofija SEKULIĆ	ROOTS OF LEFT-WING AND RIGHT-WING POPULISM: THE ROLE OF ECONOMIC HARDSHIP AND GLOBAL- IZATION Danijela LAZOVIĆ-VUKOVIĆ, Jože P. DAMIJAN
MEASURING THE ECONOMIC IMPACT OF A TEMPORARY BRIDGE CLOSURE IN WEST MACEDONIA Prodromos PRODROMIDIS	AI-DRIVEN TRANSFORMATION FOR SUSTAINABLE DEVELOPMENT: NORTH MACEDONIA'S PATH TO EU MEMBERSHIP Leonid NAKOV, Monika SPASOVSKA
GEOPOLITICAL RIVALRIES IN MONTENEGRO: NAVI- GATING COMPLEXITY Danijela JAĆIMOVIĆ, Dženana ĐURKOVIĆ	AI READINESS IN CENTRAL BANKS OF THE WESTERN BALKANS Milo IVANČEVIĆ, Dragana RADOJIČIĆ
INTERNATIONAL SPILLOVER EFFECT OF UNCERTAINTY: SOME NEW ECONOMETRIC EVIDENCE Zorica MLADENOVIĆ	THE IMPACT OF THE USE OF ARTIFICIAL INTELLIGENCE SYSTEMS IN FINANCIAL TRANSACTIONS: LEGAL AND ECONOMIC ASPECTS Kalliopi KALAMPOUKA, Dimitra GIANNOPOULOU
ECONOMIC ANALYSIS OF THE CONSTRUCTION OF THE SMOKOVAC-BOŽAJ EXPRESSWAY Jasmina ĆETKOVIĆ, Biljana IVANOVIĆ	THE REGIONAL DEVELOPMENT OF SERBIA: GATEWAY OR BARRIER TO EU ACCESSION? Vladislav MARJANOVIĆ, Aleksandar MANASIJEVIĆ, Kristina PETROVIĆ

ASECU Student Session (online) Presentations & Discussion

Friday, 30th May, 16:00 - 17:00 CET (Presentation Room II)

Moderators: **Milica Vukčević**, Faculty of Economics, UoM **Nemanja Popović**, Faculty of Economics, UoM

TREE-BASED ALGORITHMS APPROACH ON PREDICTING EMPLOYEE TURNOVER Alexandra-Daniela DAMIR	EMPIRICAL STUDY ON EURO CURRENCY CONFIDENCE UNDER GLOBAL CHALLENGES Ana – Maria GIURGI
COMPARATIVE ANALYSES OF TOURISM IN REPUBLIC OF NORTH MACEDONIA AND REPUBLIC OF ALBANIA REPRESENTED THROUGH BUSINESS ANALYTICS' PHASES, DATA MINING AND VISUALIZATION TECHNIQUES, INFLUENCED BY INSTITUTIONS AND ECONOMIC DEVELOPMENT Damjan STOJKOVSKI, Jasna JOANIDIS	TOURISM ON THE MOVE: REVITALISING DUTCH CITIES WITH SUSTAINABLE URBAN TOURIST MOBILITY Freek PIJPERS
EARLY SPARKS: FOSTERING ENTREPRENEURSHIP COMPETENCES IN BALKAN COUNTRIES Athanasia LOUKIDOU, Sofia BOUTSIOUKI, Katerina SARRI	



CROSS-REIS SESSION

Regenerative Tourism: Exploring Sustainable Tourism Practices and Principles

Plenary Session: Regenerative Tourism Through the Prism of Global Experiences

Thursday, 29th May, 15:00 - 17:00 (Conference Room II)

Moderator: Milan Raičević, Faculty of Economics, UoM

Keynote Speakers

Sabine Gebert Persson, Associate Professor, Uppsala University

Boris Mihaljević, General Manager, Plataran Bromo/Borobudur Resort & Spa

Nikola Jakovljević, General Manager, Hotel Ramonda

Irena Gligorijević, H<mark>ote</mark>l Operations Manager, Hotel Ramonda

Iva Petrović, Executive Director, Nordic Business Alliance

Marija Todorović, Hotel Biogor Wellness & Spa

Iris MIHAJLOVIĆ, Sara KRIVOKAPIĆ

Session: Transformative Trends in Tourism – Regenerative Approaches and Digital Innovations Friday, 30th May, 10:00 – 12:00 (Glass Hall)

Moderator: Milena Lipovina-Božović , Faculty of Economics, UoM	
LEVERAGING REGENERATIVE TOURISM DEVELOP- MENT: A CONCEPTUAL FRAMEWORK Carlo SESSA, Rym AYADI	TOURISM-DRIVEN HOUSING MARKET DYNAMICS: IM- PLICATIONS FOR REGENERATIVE URBAN DEVELOPMENT Srđan MARINKOVIĆ, Marija DŽUNIĆ, Jelena J. STANKOVIĆ, Ivana MARJANOVIĆ
THE ROLE OF ARTIFICIAL INTELLIGENCE IN PROMOTING EV USE FOR LOW-CARBON TOURISM Patricia TOPIĆ	FROM SUSTAINABLE TO REGENERATIVE TOURISM: A THEORETICAL AND CONCEPTUAL ANALYSIS Otto REGALADO-PEZÚA, Sylvie CHRISTOFLE
SUSTAINABLE TOURISM: YOUTH PERSPECTIVES AND PRACTICES Barbara GRAH, Sandra PENGER, Katja DEBELAK	FROM LUXURY TO SUSTAINABLE LUXURY: ESG INITIA- TIVES AT LUSTICA BAY AND THE CHEDI HOTEL Vladan MARTIĆ, Veselin POPOVIĆ
REGENERATIVE TOURISM AS A RESPONSE TO THE CHALLENGES OF SUSTAINABLE DEVELOPMENT IN THE NORTH OF MONTENEGRO Ana LALEVIĆ-FILIPOVIĆ, Milijana NOVOVIĆ-BURIĆ	EMPLOYEE PERCEPTIONS OF SUSTAINABLE PRACTIC- ES IN MONTENEGRO'S HOTEL INDUSTRY Nikola DRAŠKOVIĆ, Stevan ĐURIĆ
SUSTAINABLE BRANDING OF TOURIST DESTINATIONS - INTEGRATION OF LOCAL RESOURCES INTO MAR- KETING STRATEGIES IN THE PROCESS OF EUROPEAN INTEGRATION Boban MELOVIĆ, Jurica PAVIČIĆ, Zoran KRUPKA	SUSTAINABLE TOURISM IN THE SMART VILLAGES FRAMEWORK RATIONALE AND BEST PRACTICES Gianluca LENTINI, Claudia ROMELLI
THE IMPACT OF ENVIRONMENTALLY SUSTAINABLE PRACTICES ON HOTEL GUEST SATISFACTION IN THE REPUBLIC OF SERBIA Bojana NOVIĆEVIĆ-ČEČEVIĆ, Sonja JOVANOVIĆ, Marina STANOJEVIĆ	THE CONTRIBUTION OF TOURISM TO MITIGATING CLIMATE CHANGE IN THE WESTERN BALKAN COUNTRIES: MYTH OR REALITY? Snežana RADUKIĆ, Žarko POPOVIĆ
FINANCIAL HEALTH AND CORPORATE SOCIAL RE- SPONSIBILITY OF FIVE-STAR HOTELS IN MONTENE- GRO: ARE THEY CONNECTED Milica VUKČEVIĆ, Milan LAKIĆEVIĆ, Saša VUJOŠEVIĆ	REIMAGINING TOURISM IN MONTENEGRO: THE UNTAPPED POTENTIAL OF GREEN AND DIGITAL INNOVATIONS Jelena JOVOVIĆ, Sunčica VUKOVIĆ, Milena KONATAR, Vladimir ĐURIŠIĆ, Nikola MIŠNIĆ
GREEN HEALTH TOURISM: A PATHWAY TO SUSTAIN- ABLE ECONOMIC GROWTH IN MONTENEGRO Sandra BOJANIĆ, Milena LIPOVINA-BOŽOVIĆ, Milan RAIČEVIĆ	AI VS. SUSTAINABLE TOURISM: THE MARKETING MIS- MATCH John ÖSTH
CREATIVE ECONOMY IN DIALOGUE WITH THE LOCAL COMMUNITY	RURAL TOURISM IN EAST HERZEGOVINA: WILL DIGITALIZATION BECOME A GAME CHANGER?

Slavica SAMARDŽIĆ, Milica KOVAČEVIĆ, Ana LAKIĆ, Natalija SAMARDŽIĆ, Gordana RADOVANOVIĆ

CROSS-REIS Student Session

Transforming Through ESG: Linking Regulation, Practice and Social Impact

Friday, 30th May, 12:30 - 13:30 (Conference Room II)

Moderator: **Ana Lalević-Filipović**, Faculty of Economics, UoM

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THE FUTURE OF ESG REPORTING AFTER THE EU OM- NIBUS REGULATION: A LEAP FORWARD OR A STEP BACKWARD? Sofija SEKULIĆ	CHALLENGES AND OPPORTUNITIES IN IMPLEMENT- ING SUSTAINABILITY REPORTING IN PUBLIC SECTOR Marija ULJAREVIĆ	
THE IMPLEMENTATION IMPACT OF THE ESG CONCEPT ON THE INTERNAL AUDIT FUNCTION Denis KOVAČEVIĆ	GREEN ECONOMY AND REPORTING OBLIGATIONS OF STATE-OWNED ENTERPRISES IN MONTENEGRO Željko VIDAKOVIĆ	
ECONOMIC BENEFITS ANALYSIS OF HEALTH TOUR- ISM: A COMPARATION ANALYSIS WITH TURKEY Aleksandra KOMATINA	ADVANCING SUSTAINABILITY THROUGH CONSUMER BEHAVIOR: POLICY INTEGRATION IN EU AND CANDIDATE COUNTRIES Jelena IVANOVIĆ	
THE ROLE OF STUDENTS IN SUSTAINABLE DEVELOPMENT AND THEIR LEVEL OF ENVIRONMENTAL AWARENESS: A SURVEY Milica MUHADINOVIĆ, Višnja JOKSIMOVIĆ, Milica NOVAKOVIĆ, Milica JOVANČEVIĆ, Teodora MILINKOVIĆ, Monika KOJOVIĆ,	THE ECONOMIC IMPACT OF GROWING PROTECTION-ISM BETWEEN THE USA AND CHINA Milica JOVANČEVIĆ	
Vasilije MARUNOVIĆ		