



**INTERNATIONAL SCIENTIFIC AND EXPERT CONFERENCE
EDUCATION – ENGINEERING – ECONOMICS**

CONFERENCE PROGRAMME

29 – 30 October 2026

Academy of Applied Studies, Vladimira Perića Valtera 4, Novi Sad

Thursday, 29 October 2026

Academy of Applied Studies

Novi Sad School of Business Department, Vladimira Perića Valtera 4, Novi Sad

10:30–11:00 – Entrance Hall

Registration of Participants

11:00–12:00 – Conference Room (U15)

- *Official Opening of the Conference*
- *Welcome Addresses by the Organisers*
- *Keynote Speeches*

Ljerka Sedlan König

PhD, J.J. Strossmayer University of Osijek, Faculty of Economics

The Importance of Entrepreneurial Skills for Graduate Employability

Nenad Gubelj

PhD, Faculty of Mechanical Engineering, University of Maribor, Slovenia

The Effect of Surface Roughness on Initiation and Fatigue Crack Growth in Stainless Steel AISI 316L Manufactured by Laser Powder Bed Fusion (L-PBF)

Miha Marič

PhD, Faculty of Organizational Sciences, University of Maribor, Slovenia

Performance is a Culture, Not a Number

12:00–14:00 – Break Area (U16)

Lunch Break

14:00–16:00 Parallel Sessions

Thematic Session: **EDUCATION**

Session Room – A1

Time: 14.00 – 16.00

Chairs: Dr Svetlana Radović

Dr Ljerka Sedlan Konig

OPENING LECTURES

Vesna Zubac, Goran Savić, Milan Segedinac, Peter Steiner

EXTRACTION AND EVALUATION OF EDUCATIONAL COMPETENCIES USING LARGE LANGUAGE MODELS

Irena Miladinović, Lazar Miladinović, Radovan Radovanović, Miloš Lakićević

THE PLACE, ROLE AND MUTUAL COOPERATION OF STAKEHOLDERS IN THE SYSTEM OF SECURITY PROTECTION OF PRIMARY SCHOOL STUDENTS

Jelena Ilić

ARTIFICIAL INTELLIGENCE IN STEM EDUCATION: EXPLORING STUDENTS' PERCEPTIONS OF PERSONALIZED LEARNING AND MOTIVATION

Uglješa Colić

JOVAN SOLDATOVIĆ'S SCULPTURES AS AN INSPIRATION FOR ART WORKSHOPS WITH PRESCHOOL CHILDREN

PAPER PRESENTATIONS

Marta Dedaj, Gordana Stepić, Dejan Savičević

REFLECTIVE PRACTICE OF PRESCHOOL TEACHERS IN THE CONTEXT OF ACTION RESEARCH

Svetlana Lazić, Ivana Muškinja, Katarina Majkić

OBEDIENT GIRLS AND IMPOSSIBLE BOYS: A BEHAVIORAL BREAKTHROUGH OR A CALL FOR HELP?

Marija Bojer

THEORETICAL ANALYSIS OF METHODOLOGICAL CHALLENGES FACED BY EDUCATIONAL PROFESSIONALS IN DEVELOPING INSTRUMENTS FOR SCHOOL SELF-EVALUATING

Dejan Nemec

EDUCATION 4.0 AND EDUCATION 5.0 – EVOLUTION OF EDUCATION IN THE ERA OF ARTIFICIAL INTELLIGENCE, SUSTAINABILITY AND HUMAN-CENTRED APPROACH

Marija Mićanović, Tanja Radović, Dragana Rankov

INTEGRATING GRAMMAR INSTRUCTION IN CONTEXT FOR MULTIDISCIPLINARY LEARNERS

Dejan Nemec

FLIPPED CLASSROOM: CHARACTERISTICS, ADVANTAGES, LIMITATIONS AND PRACTICAL APPLICATION

Biljana Gemović, Sanja Stankov, Milada Novaković

IDENTIFICATION AND DEVELOPMENT OF CURRENT DIGITAL PRODUCTS IN THE PROCESS OF TEACHING ACTIVITIES

Drgana Milin

FROM GATEKEEPERS TO SUPERVISORS? JOURNALISM STUDENTS' PERCEPTIONS OF HUMAN-AI COLLABORATION IN THE DIGITAL TRANSFORMATION OF NEWS PRODUCTION

Gordana Vuksanović

HIGHER EDUCATION IN SERBIA - BETWEEN ACADEMIC AND VOCATIONAL STUDIES

Ivana Lončarević, Selena Samardžić Cvijanović, Robert Lakatoš

USE OF AND DEMAND FOR IN-CLASS DIGITAL QUIZZES AMONG FIRST-YEAR ENGINEERING STUDENTS

Mladen Stojić, Ana Petrović, Ognjen Šaponjić, Radmila Bošnjaković

INFORMATION SYSTEM FOR SMART MONITORING OF HIGHER EDUCATION CLASSES: PROCESS ANALYSIS AND MATHEMATICAL MODELING USING UML DIAGRAMS

Jelisaveta Vučković

LIFELONG LEARNING OF EMPLOYEES IN TOURISM AND HOSPITALITY

Aleksandra Farkaš, Robert Farkaš, Dragan Boronjac

FROM DIGITAL PRODUCTION TO AI-ASSISTED PRODUCTION: CHANGING COMPETENCIES IN HIGHER EDUCATION

Tamara Milić, Igor Vecštejn, Vuk Amižić

A COMPARATIVE ANALYSIS OF INFORMATICS AND COMPUTING CURRICULA IN THE REPUBLIC OF SERBIA

Sanja Stankov, Biljana Gemović, Milada Novaković

INTEGRATION OF PERT AND GANTT CHARTS IN THE PRODUCT DEVELOPMENT COURSE

Thematic Session: **ENGINEERING**

Session Room – A2

Time: 14.00 – 16.00

Chairs: Dr Vesna Petrović

Dr Nenad Gubeljak

Mr Ninoslava Tihi

OPENING LECTURES

Lazar Miladinović, Radovan Radovanović, Nevena Puač

MODERN FORENSIC METHODS FOR IDENTIFYING THE CAUSES OF FIRES – A CONTRIBUTION TO AN INTEGRATED APPROACH

Marjan Urekar

PAGE 199 AND THE CIRCUMFERENCE OF DARKNESS

Miodrag Kovačević, Matilda Lazić

MODELS FOR IMPROVING ENERGY EFFICIENCY IN AGRICULTURAL FARMS IN THE CENTRAL BANAT DISTRICT BY USING RENEWABLE ENERGY SOURCES

Miodrag Kovačević, Matilda Lazić

COMPARATIVE ANALYSIS OF THE REGISTER OF SEVESO COMPLEXES IN THE REPUBLIC OF SERBIA: CHANGES IN NUMBER, STRUCTURE AND SECTORAL REPRESENTATION IN THE PERIOD 2021–2026

Dragan D. Milanović, Marija D. Milanović, Nikola Gluvakov

CONTINUOUS IMPROVEMENTS USING THE QFD METHOD IN THE WHITE ROOK COMPANY

Iva Vlainić, Goran Čubrić, Ivana Salopek Čubrić

ASSESSMENT OF VACUUM GRIPPING EFFICIENCY IN RELATION TO INLET PRESSURE AND STRUCTURAL PROPERTIES OF KNITTED FABRICS

Senka Bajić

GREEN AND HEALTHY EDUCATIONAL ENVIRONMENTS: THE ROLE OF URBAN FORESTS AND PLANT-BASED INDOOR AIR PURIFICATION IN PROMOTING HEALTH AND SAFETY

Nermin Palić, Mirzo Selimić, Miliša Todorović

BRIDGING THE SKILLS AND ESG GAP IN TRANSPORT AND LOGISTICS: EVIDENCE FROM BOSNIA AND HERZEGOVINA

Branko Babić, Edit Kočar Đalaj

EVACUATION IN NIGHTTIME CONDITIONS

Ninoslava Tihi, Srđan Popov

A CONCEPTUAL FRAMEWORK FOR INTEGRATING PLC, IOT AND ARTIFICIAL INTELLIGENCE IN URBAN DROUGHT PREDICTION

Miroslav Ćiraković, Aleksandar Bulajić, Vesna Petrović, Dušan Gavanski

RETROREFLECTION ANALYSIS OF VERTICAL TRAFFIC SIGNS ON BICYCLE PATHS IN NOVI SAD ALONG THE STREET OF „BULEVAR OSLOBOĐENJA“

Vanja Lebović, Karolina Mudrinski, Sibila Petenji, Srđan Dimitrov

THE IMPACT OF DESIGN-STRUCTURED PROMPTS ON THE QUALITY OF GRAPHIC DESIGN SOLUTIONS GENERATED BY ARTIFICIAL INTELLIGENCE

PAPER PRESENTATIONS

Ivan Šećerov, Milica Vasić, Jelena Dunjić, Stevan Savić

MICRO-CLIMATE AND AIR QUALITY INFLUENCE ON SOLAR POWER PRODUCTION IN SERBIA CROSS-BORDER REGION

Ognjen Šaponjić, Ana Petrović, Milorad Murić

DESIGN, MODELING, AND CONTROL OF A 4WD MOBILE ROBOT WITH MECANUM WHEELS APPLYING AUTOMATION AND ROBOTICS PRINCIPLES

Ognjen Šaponjić, Milovan Milivojević, Ana Petrović

DEEP LEARNING AND COMPUTER VISION: APPLICATION OF SIAMESE CONVOLUTIONAL NEURAL NETWORKS IN A FACE RECOGNITION SYSTEM

Valer Bocan, Bianca Guștă

NATURAL LANGUAGE ACCESS TO VEHICLE TELEMETRY VIA THE MODEL CONTEXT PROTOCOL

Goran Minić, Dejan Nemec

RADIO SYSTEMS ON HIGH-SPEED RAILWAYS

Jelena Eric Obucina

INVESTIGATION OF FREQUENCY-BASED CAPACITY CONTROL OF GEAR PUMPS IN HYDRAULIC SYSTEMS

Sibila Petenji, Karolina Mudrinski, Srđan Dimitrov, Vanja Lebović, Jovana Janjić

VISUAL STEREOTYPES IN CONTEMPORARY ADVERTISING AND AI-GENERATED ADVERTISING VISUALS ON SOCIAL NETWORKS

Damjan Jovanović, Perica Štrbac, Svetlana Štrbac-Savić

APPLICATION OF UPN AND COMPUTER VISION IN LABORATORY EXERCISES FOR THE COURSE "PROGRAMMING IN INTEGRATED TECHNOLOGIES"

Bratimir Nesic, Jelena Malenovic Nikolic, Miodrag Smelcerovic, Milos Cvetkovic

LANDFILL FIRE LOAD – CASE STUDY GIGOŠ JAGODINA

Tamara Gajić, Dragan Stanković

ARTIFICIAL INTELLIGENCE TECHNOLOGIES FOR PROACTIVE CYBERSPACE PROTECTION

Tamara Gajić, Dragan Stanković

IMMERSIVE TECHNOLOGIES IN ENHANCING CRISIS MANAGEMENT

Teodora Apt, Petra Tanović

SUSTAINABLE PHARMACEUTICAL PACKAGING DESIGN

Petra Balaban, Aleksandra Gajović, Ana Bašić

FROM MEASUREMENT TO IMPLEMENTATION: MANAGING CIRCULAR PACKAGING WITH ISO 59020:2024

Bojana Bošković, Saša Babić, Nikola Kostić, Milena Petrović

ERGONOMIC ANALYSIS OF SEAT-TO-HEAD TRANSMISSIBILITY IN VEHICLE DRIVERS UNDER RANDOM VIBRATIONS

Nikola Kostić, Bojana Bošković, Saša Babić, Milena Petrović

QUANTITATIVE STABILITY MODELING OF JUST-IN-SEQUENCE EXPORT SYSTEMS UNDER LOW NOMINAL BUFFER POLICIES AND CALENDAR ASYNCHRONIZATION

Jovana Janjić

RISO: FROM TECHNOLOGY TO VISUAL LANGUAGE

Dragan Stanković, Aleksandar Milić, Tamara Gajić

TRANSFORMATION OF THE CONCEPT OF URBAN FORTIFICATION IN THE CONTEXT OF SMART CITY DEVELOPMENT: IMPLICATIONS FOR THE ENGINEERING BRANCH OF THE SERBIAN ARMED FORCES

Nenad Vušović, Milica Vlahović

PROGNOSIS OF MINING-INDUCED SUBSIDENCE AND DEFORMATIONS FOR INTELLIGENT INFRASTRUCTURE PROTECTION

Milica Vlahović, Đorđe Gjumišev, Mladen Pejić, Nenad Vušović

TRACKING ACID-INDUCED CHANGES IN SULFUR-POLYMER CONCRETE BY INFRARED THERMOGRAPHY

Tanja Krunić, Ninoslava Tihi

DISCUSSION OF LINEAR SYSTEMS FOR INFORMATION TECHNOLOGY STUDENTS THROUGH PRACTICAL EXAMPLES: FROM CSS GRID AND SOFTWARE DEVELOPMENT TO NETWORK POLICIES

Goran Miodragović, Snežana Gavrilović, Marija Mojsilović

DEVELOPMENT OF AN APPLICATION FOR INVENTORY MANAGEMENT OPTIMIZATION IN A LOGISTICS SYSTEM USING ABC ANALYSIS AND THE EOQ MODEL

Petra Tanović, Anita Petrović

STUDENTS' AWARENESS AND EDUCATION ON RENEWABLE ENERGY SOURCES

Predrag Kuzmanović

NUCLEAR FORENSICS IN COMBATING ILLICIT TRAFFICKING OF NUCLEAR AND RADIOACTIVE MATERIAL

Milan Grgić, Miloš Todorov

RNA-SEQ ANALYSIS FOR CLINICAL GENOMICS: INTEGRATING PYTHON PIPELINES WITH WEBFLOW FOR DISEASE BIOMARKER DISCOVERY

Predrag Kuzmanović

NUCLEAR FORENSICS AS A TOOL FOR DETERMINING THE ORIGIN AND HISTORY OF NUCLEAR MATERIAL

Anita Petrović Gegić, Vesna Petrović, Petra Tanović

THE IMPORTANCE OF BEES AND THE PROBLEM OF PESTICIDE POISONING

Vesna Petrović, Vladimir Blanuša, Dušan Gavanski, Anita Petrović-Gegić

THE POSSIBILITY OF APPLYING 3D PRINTING TO OBTAIN FUNCTIONALLY APPLICABLE PARTS FROM RECYCLED PLASTIC

Predrag Kuzmanović

DETERMINATION OF RADIONUCLIDE CONTENT IN DRINKING WATER IN SERBIA

Goran Savić

LAN PORT SCANNER: A LIGHTWEIGHT TOOL FOR LOCAL NETWORK INVENTORY AND PORT SCANNING

Predrag Kuzmanović

INDOOR RADON MONITORING IN SERBIA USING ACTIVATED CHARCOAL CANISTERS

Ranko Antunović, Lubomir Dmitrov, Jozef Bucha

SLIDING BEARING CONDITION MONITORING USING FUZZY LOGIC

Boţilă Lia-Nicoleta, Duma Iuliana, Faur Raluca, Raia Angelo Ovidiu Daniel, Dobrin Emilia, Luca Doru Alexandru

EXPERIMENTAL RESEARCH ON SINGLE-PASS SUBMERGED FRICTION STIR PROCESSING OF CU-DHP COPPER

Božo Ilić, Jovan Vujić

ANALYTICAL MODEL OF THE INFLUENCE OF CATHODIC PROTECTION ON MICROCONTROLLER-BASED AND OTHER ELECTRONIC SYSTEMS OF ELECTRIFIED RAILWAYS

Milan Đorđević, Dragan Rastovac, Branka Stojanović, Tanja Nikolić

MODERN APPROACHES TO AIRPORT NOISE REDUCTION AND THEIR IMPORTANCE FOR SUSTAINABLE DEVELOPMENT

Svetomir Simonović

ON JANUS MICRO / NANO MOTORS IN BIOMEDICAL APPLICATIONS

Saša Spaić

NEW YEAR'S FIRE IN CRANS-MONTANA, CAUSES, CIRCUMSTANCES AND CONSEQUENCES

Željko Eremić, Tanja Sekulić, Iris Borjanović Trusina

QUANTUM COMPUTERS AND QUANTUM ALGORITHMS: THE DEUTSCH-JOZSA EXAMPLE

Nevena Vukić, Dejan Kojić

THE INFLUENCE OF LAMINATION ON SPECTROFOTOMETRIC PROPERTIES OF PRINTED MATERIALS

Željko Eremić, Milana Drašković

PROPERTIES AND OUTCOMES OF INDUSTRY 5.0

Željko Eremić, Milana Drašković

ASSESSMENT OF THE POSSIBILITIES OF ARTIFICIAL INTELLIGENCE IN ASSESSING THE HYGIENIC CORRECTNESS OF DRINKING WATER

Milica Grbić, Dejan Viduka, Isidora Milošević

APPLICATION OF CLOUD SERVICES IN EDUCATIONAL PLATFORMS AND E-LEARNING SYSTEMS

Obrad Aničić

APPLICATION OF MACHINE LEARNING IN PREDICTING MACHINING QUALITY AND TOOL WEAR IN CNC SYSTEMS

Vuk Amižić, Igor Vecštejn, Tamara Milić

IMPLEMENTATION AND PERFORMANCE COMPARISON OF SEARCH AND SORTING ALGORITHMS IN C++

Ivan Bilić, Biljana Gemović, Vanja Bilić

CREATING 2D INTERACTIVE INFOGRAPHICS

Ana Veljić, Olga Ristić, Dejan Viduka

SOFTWARE QUALITY MODEL EVOLUTION: A COMPARATIVE ANALYSIS OF ISO/IEC 9126 AND ISO/IEC 25010 STANDARDS

Emilia Dobrin, Lia-Nicoleta Boțilă, Lavinia Ileana Sîrbu, Duma Iuliana, Faur Raluca, Raia Angelo Ovidiu Daniel, Luca Doru Alexandru

ANALYSIS OF THE FRACTURE SURFACE OF CUSN6 BRONZE PROCESSED USING THE SFSP METHOD IN A SINGLE PASS

Dušan Malić, Dušan Jovanić

THE EVOLUTION OF TRANSPORT SYSTEMS OF CONTINUOUS INTERNAL TRANSPORT FROM MECHANICAL DEVICES TO INTELLIGENT CYBER-PHYSICAL SYSTEMS FOR THE NEEDS OF INDUSTRY 5.0

Dušan Jovanić, Dušan Malić

MONITORING OF THERMAL SOURCES IN MACHINE TOOLS

Snežana Knežević, Slavica Đorđević

ARTIFICIAL INTELLIGENCE TOOLS IN HEALTHY LIFESTYLE PROMOTION

Slavica Đorđević, Snežana Knežević

DIGITAL COMMUNICATION CHANNELS IN EXPECTANT PARENTS EDUCATION

Thematic Session: **ECONOMICS**

Session Room – U15

Time: 14.00 – 16.00

Chairs: Dr Biljana Stankov

Dr Miha Marič

OPENING LECTURES

Tilen Matjašić

TRUSTWORTHY EDGE AI FOR URBAN MOBILITY MONITORING: A DESIGN AND EVALUATION FRAMEWORK FOR CYCLIST AND PEDESTRIAN COUNTING

Ivana Ćuruvija, Miloš Ćurivija, Dušan Garabinović

FROM INTERPRETERS TO SUSTAINABILITY AMBASSADORS: THE ROLE OF TOURIST GUIDES IN SUSTAINABLE DESTINATION MANAGEMENT

Đorđe Ćuzović & Biljana Stankov

MIGRATION AND TRADE LINKAGES: EVIDENCE FROM SERBIA

Miloš Milošević, Slobodan Rakić, Zorica Davidović, Ivana Timotijević

THE ROLE OF ESG INITIATIVES IN STRENGTHENING THE FINANCIAL PERFORMANCE OF HEALTHCARE ENTITIES

Marija Vuković

GENDER-RESPONSIVE GREEN FINANCE AND SDG GOVERNANCE: POLITICAL ECONOMY PERSPECTIVES

Jovana Spasojević, Matija Vemić

CYBER INSURANCE IN AN ERA OF ACCELERATED DIGITALIZATION AND MODERN ECONOMIC DEVELOPMENT

Dajana Ercegovic, Sanja Vlaović Begović, Stevan Tomašević

THE APPLICATION OF AI IN FINANCIAL ANALYSIS AND BUSINESS PLANNING: BENEFITS AND LIMITATIONS

PAPER PRESENTATIONS

Biserka Komnenić

THE IMPORTANCE OF EXTERNAL REPORTING ON INTANGIBLE ASSETS FOR ASSESING THE MARKET VALUE OF COMPANIES

Branka Paunović, Branka Maksimović, Dragana Popović

THE IMPACT OF DIGITALIZATION, STATE INCENTIVES, AND BANK LOANS ON AGRICULTURAL COMPETITIVENESS: A COMPARATIVE APPROACH OF THE REPUBLIC OF SERBIA AND THE EUROPEAN UNION

Aleksandar Lukić

FINANCIAL MANAGEMENT AND THE STABILITY OF THE ECONOMIC SYSTEM UNDER CONDITIONS OF DIGITAL TRANSFORMATION

Sanja Vlaović Begović & Stevan Tomašević

INTEGRATION OF FINANCIAL AND NON-FINANCIAL REPORTING IN THE FUNCTION OF CONTROLLING

Biljana Stankov & Milijana Roganović

EU COMPETITION POLICY EFFECTS ON SME ACTIVITIES IN THE EUROPEAN UNION

Sandra Stojadinović Jovanović

GLOBALIZATION AND INTERNATIONAL MANAGEMENT

Ljiljana Jović & Jelena Vukićević

ECONOMIC SOVEREIGNTY IN A GLOBALIZED ENVIRONMENT - THE CASE OF SERBIA

Marija Vuković

ARTIFICIAL INTELLIGENCE IN TAX COMPLIANCE: ENGINEERING AND ECONOMIC PERSPECTIVES

Milica Obadović, Mirjana Ilić, Milica Ničić

ARTIFICIAL INTELLIGENCE AS A DRIVER OF ORGANIZATIONAL CHANGE AND BUSINESS PERFORMANCE

Jovana Tomić, Dragana Milić, Jovana Spasojević

LEGAL CHALLENGES OF IMPLEMENTING ARTIFICIAL INTELLIGENCE IN THE INSURANCE SECTOR

Slobodanka Jovin & Ivana Putić

THE IMPACT OF AI ON CREDIT RISK MANAGEMENT IN BANKING

Natalija Keković

CONCEPTUAL FRAMEWORK OF BUDGETARY PERFORMANCE FOR THE PURPOSES OF MANAGEMENT AND REALLOCATION OF PUBLIC FUNDS – ACCOUNTING ASPECTS

Ivana Medved, Biljana Đuričić, Dragana Đorđević, Marijana Milanović

TITLE MEASURING THE PROFITABILITY OF LEASING COMPANIES IN THE REPUBLIC OF SERBIA

Denis Stojanović, Zdravka Petković, Smiljana Mitrović, Miroslav Filipović

LEADERSHIP AND COMMUNICATION IN LITERATURE: A HISTORICAL PERSPECTIVE ON THE DEVELOPMENT OF MANAGEMENT SKILLS

Branka Laličić & Vana Colić

HOW TRANSFORMATIONAL LEADERSHIP SHAPES EMPLOYEE OUTCOMES? A LITERATURE REVIEW THROUGH THE LENS OF THE FOUR DIMENSIONS OF TRANSFORMATIONAL LEADERSHIP

Dragana Milin

ENGINEERING MANAGEMENT APPROACHES IN DIGITAL MEDIA ORGANIZATIONS: A LITERATURE REVIEW

Anđela Vidojević & Valentina Tošić

CORPORATE SOCIAL RESPONSIBILITY AS A KEY FACTOR FOR BUSINESS SUCCESS IN THE MODERN BUSINESS ENVIRONMENT

Dragan Dukić, Nataša Papić Blagojević, Milica Ničić

SUSTAINABLE REAL ESTATE DEVELOPMENT: PERCEPTIONS OF CITIZENS, PROFESSIONALS AND INVESTORS

Dragana Tomašević, Dragana Gašević, Marija Vranješ

DIGITAL BUSINESS COMMUNICATION AS AN INSTRUMENT FOR IMPROVING CUSTOMER RELATIONSHIP MANAGEMENT

Dina Andrejić Macut

REDESIGNING THE ENGLISH BUSINESS COMMUNICATION CURRICULUM: TEACHING PROFESSIONALISM IN AN ERA OF DIGITAL FLUX

Dragana Đurić & Marko Pavlović

FACTORS AFFECTING USER SATISFACTION AND LOYALTY IN DIGITAL BUSINESS SERVICES: AN EMPIRICAL STUDY

Dragana Gašević, Marija Vranješ, Dragana Tomašević

DIGITAL COMMUNICATION WITH CONSUMERS: MOBILE APPLICATIONS AS AN INSTRUMENT FOR IMPROVING THE CUSTOMER EXPERIENCE

Saša Raletić Jotanović & Dragoljub Jovičić

VOLUNTEERING AS A FORM OF ECOLOGICAL CORPORATE SOCIAL RESPONSIBILITY

Dragana Milić, Jovana Tomić, Mirela Momčilović

GREEN INSURANCE IN LIGHT OF RISK MANAGEMENT AND REGULATORY CHALLENGES

Dragoljub Jovičić & Saša Raletić Jotanović

COMPATIBILITY OF SUSTAINABLE MARKETING AND ESG FACTORS ON SERBIAN AND EU MARKETS

Ivana Putić

ENERGY TRANSITION, GREEN INFLATION, AND CHALLENGES FOR MONETARY POLICY: A SURVEY OF RECENT LITERATURE

Mirela Momčilović, Slobodanka Jovin, Dajana Ercegovac

GREEN BONDS AS AN INSTRUMENT OF FINANCING AND RISK MANAGEMENT

Ljupka Petrevska, Ivana Petrevska, Miroslava Petrevska

LEGAL AND ECONOMIC ASPECTS OF WORK ON DIGITAL PLATFORMS: REGULATORY CHALLENGES AND THE TRANSFORMATION OF THE LABOR MARKET

Miloš Japundžić & Nataša Papić Blagojević

DETERMINISTIC AND STOCHASTIC INVENTORY MANAGEMENT: ANALYSIS AND COMPARISON

Denis Stojanović, Miroslav Filipović, Zdravka Petković, Smiljana Mitrović

INTERDISCIPLINARY ANALYSIS OF SOCIAL CHANGES: HISTORICAL, ECONOMIC, AND LITERARY ASPECTS FROM THE 19TH TO THE 21ST CENTURY

Valentina Tošić & Anđela Vidojević

MANAGING THE CHALLENGES OF CONTEMPORARY SOCIETY IN HIGHER EDUCATION

Đorđe Alavuk & Sara Kostić

JOB SATISFACTION IN HIGHER EDUCATION INSTITUTIONS: A THEORETICAL APPROACH TO THE TWO-FACTOR MOTIVATION THEORY

Tatjana Bošković & Bojana Kovačević Berleković

RURAL TOURIST MARKET OF VOJVODINA: IMPORTANCE AND CHARACTERISTIC

Ana Jovičić Vuković, Snježana Gagić Jaraković, Dunja Bošković

FROM CLIMATE TO INNOVATION: DRIVING SUCCESS IN THE HOSPITALITY INDUSTRY

Bojana Kovačević Berleković & Tatjana Bošković

EXCURSION TOURISM IN VOJVODINA – AN OPPORTUNITY FOR ECONOMIC AND CULTURAL VALORIZATION OF RURAL AREAS

Snježana Gagić Jaraković, Ana Jovičić Vuković, Mateja Sanojević, Nikola Duvnjak

PERSONALITY TRAITS AND CONSUMER TIPPING BEHAVIOR IN RESTAURANTS: A REVIEW OF THE LITERATURE

Marija Perić & Jovana Mojsijev

THE ROLE AND SIGNIFICANCE OF THE “VRNJAČKI KARNEVAL” EVENT IN THE TOURISM OFFER – OPPORTUNITIES AND PROSPECTS

16:00–17:00

Coffee Break - Break Area (U16)

17:00–18:00

Final Discussion - Ceremony Hall (U15)

Friday, 30 October 2026

Academy of Applied Studies

Novi Sad School of Business Department, Vladimira Perića Valtera 4, Novi Sad

10:30–11:30 – Conference Room (U15)

Poster Session

Chairs: Dr Karolina Mudrinski

Dr Dragan Rastovac

11:30–12:00 – Conference Room (U15)

Closing Ceremony

12:00 – Entrance Hall

Optional Thematic Activities for Interested Participants: Guided Tour of Novi Sad