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Conference Proceedings

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Toplica Academy of Applied Studies
Department of Business Studies Blace
Kralja Petra Prvog 1, Blace, Serbia



**TOPLICA ACADEMY OF APPLIED STUDIES
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CONFERENCE PROCEEDINGS



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Management and Information Technologies – ICEMIT 2025**



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KEYNOTE SPEAKERS

Professor Snezhana Dichevska, Ph.D. is a Full Professor and Dean of the Faculty of Tourism and Hospitality in Ohrid at the University “St. Kliment Ohridski” – Bitola, North Macedonia. She earned her Ph.D. in Economics at the University “Ss. Cyril and Methodius” in Skopje, after completing her master’s studies at the Faculty of Economics in Prilep. Her academic and scientific work is focused on financial systems, banking operations, insurance, economic development, and tourism economics.

Prof. Dichevska has been actively engaged in higher education and scientific research for more than two decades. Since 2020, she has held the position of Full Professor at the Faculty of Tourism and Hospitality in Ohrid, where she previously served as Associate Professor, Assistant Professor, and Teaching Assistant. In addition to her teaching and research activities, she has held several important academic and managerial positions, including Vice Dean for Finance (2015–2022) and Dean of the Faculty since 2022.

Throughout her distinguished academic career, she has participated in numerous international scientific and development projects funded through IPA Cross-Border Cooperation Programmes, Erasmus initiatives, and sustainable tourism development programmes. Her professional engagement includes projects related to tourism development, entrepreneurship, environmental protection, and international academic cooperation.

Prof. Dichevska is the author and co-author of a large number of scientific papers published in international journals and conference proceedings, including publications indexed in Web of Science and other internationally recognized scientific databases. Her research contributions cover topics such as financial sector regulation, banking profitability, insurance services, investment activities, sustainable tourism development, public-private partnerships, and macroeconomic policy.

At the Second International Scientific Conference ICEMIT 2025, Prof. Snezhana Dichevska participated as a Keynote Speaker, delivering the plenary lecture entitled “Beyond Bricks and Bills: How Housing and Economics Shape Happiness in Europe and Central Asia.” Her lecture addressed the relationship between housing conditions, economic factors, and quality of life, with a particular focus on the socio-economic realities of Europe and Central Asia.

Nataša Đorđević, Ph.D. is an Assistant Professor at the Faculty of Hotel Management and Tourism in Vrnjačka Banja, University of Kragujevac, Serbia, in the narrow scientific field of Business Management. She completed all levels of academic studies at the Faculty of Hotel Management and Tourism in Vrnjačka Banja, where she earned her Ph.D. in 2023 with the dissertation entitled “Impacts of Tourism Development on the Quality of Life of the Local Population: A Case Study of Vrnjačka Banja.”

Since 2017, Dr. Đorđević has been actively involved in teaching and scientific research activities at the Faculty of Hotel Management and Tourism. She teaches courses in Tourism Management, Management of Tourism Destinations, Market Research in Tourism, Wellness and Medical Tourism, and related fields. Her primary areas of scientific interest include tourism management, destination competitiveness, sustainable tourism development, rural tourism, and residents’ perceptions of tourism impacts.

Dr. Đorđević is the author and co-author of more than 40 scientific papers published in national and international journals and conference proceedings. Her research has been published in internationally recognized scientific journals and indexed databases, covering topics such as sustainable tourism, ecotourism, destination management, cultural tourism, overtourism, tourism competitiveness, and post-pandemic tourism development. According to the AD Scientific Index – World Scientist and University Rankings, she is ranked among the most cited researchers in Serbia in the field of Social Sciences/Tourism & Hospitality.

Throughout her academic career, she has participated in numerous national and international scientific projects related to sustainable tourism and rural development, including projects financed by the Serbian Ministry of Education, Science and Technological Development, Erasmus+ programmes, and projects implemented in cooperation with the Serbian Academy of Sciences and Arts.

Dr. Đorđević is the recipient of several academic awards and recognitions, including the Young Researcher Award for the scientific paper “Perceptions and Attitudes of Students Regarding Working Conditions in the Tourism Industry” and awards for mentoring student innovation and tourism branding projects.

At the Second International Scientific Conference ICEMIT 2025, Dr. Nataša Đorđević participated as a Keynote Speaker, delivering the plenary lecture entitled “Trends and Frontiers in Inclusive Tourism Research: Insights from a Bibliometric Analysis.”

Vedran Miložica, Ph.D. is a Visiting Research Fellow at the American Institute of Applied Sciences in Switzerland. He completed his undergraduate, graduate, and doctoral studies at the Faculty of Tourism and Hospitality Management,

University of Rijeka, Croatia. Throughout his professional career, he has gained extensive experience in the hospitality industry, finance, and higher education.

Dr. Milojica has been actively involved in teaching and academic research, serving as a lecturer at a university of applied sciences where he taught courses including Methodology of Professional Research, Methodology of Scientific Research, Introduction to Tourism, Introduction to Tourism and Hospitality, Entrepreneurship in Tourism, Marketing, Management of Service Quality, and Business Culture and Ethics at both undergraduate and graduate levels.

He is the author and co-author of numerous scientific papers published in reputable scientific journals and conference proceedings. As a member of research teams, he participated in two scientific research projects financed by the University of Rijeka, as well as in a professional study financed by the City of Opatija. In addition to his research and teaching activities, he actively contributes to the organization of scientific conferences and lifelong learning programmes.

His primary research interests include selective forms of tourism, particularly health tourism, nautical tourism, cultural tourism, gastronomic tourism, and event tourism, as well as international tourism, tourism safety, tourist behaviour, and destination marketing.

At the Second International Scientific Conference ICEMIT 2025, Dr. Vedran Milojica participated as a Keynote Speaker, delivering the plenary lecture entitled “Perception of Kvarner as Tourist Destination of Beauty and Health – Empirical Findings.”

EDITORIAL NOTES

The International Scientific Conference on Economics, Management and Information Technologies – ICEMIT 2025 was held from October 9 to October 11, 2025, in Blace and Kuršumlijska Banja, Serbia, bringing together researchers, academics, professionals, and practitioners from different countries with the aim of exchanging knowledge, presenting contemporary scientific achievements, and discussing current challenges and future perspectives in the fields of economics, management, tourism, sustainability, digital transformation, and information technologies.

ICEMIT is a multidisciplinary conference that is being organized for the second time by the Toplica Academy of Applied Studies, Department of Business Studies Blace, with co-organizers: University of St. Kliment Ohridski, Bitola, Faculty of Tourism and Hospitality in Ohrid, North Macedonia, and the University of Kragujevac, Faculty of Hotel Management and Tourism in Vrnjačka Banja, Serbia, and the Student Association of the Business School of Applied Studies Blace – SSVPSŠS, Serbia.

The conference provided an interdisciplinary platform for scientific dialogue and collaboration between researchers, policymakers, representatives of higher education institutions, and industry professionals. The primary goal of the conference was to encourage the exchange of ideas and experiences, strengthen academic cooperation, and identify innovative and sustainable solutions to contemporary economic, managerial, and technological challenges.

The ICEMIT 2025 Conference Proceedings include a total of 68 papers authored by 189 researchers and scholars. Authors and participants came from several countries, including Serbia, North Macedonia, Croatia, Slovenia, Italy, Portugal, Poland, India, Bosnia and Herzegovina, Switzerland, Bangladesh, the Russian Federation, and the United States of America, confirming the international and interdisciplinary character of the conference.

The papers published in the Proceedings cover a broad spectrum of contemporary topics, including artificial intelligence, digital transformation, sustainable tourism development, consumer behavior, organizational culture, human resource management, financial systems, educational technologies, cybersecurity, environmental sustainability, circular economy, digital marketing, and the application of advanced analytical methods in business and society.

Particular attention was devoted to the growing role of artificial intelligence and digital technologies in shaping modern economies and organizations. Several studies explored the impact of artificial intelligence on tourism, healthcare, education, marketing, employee well-being, cybersecurity, IT projects, and decision-making processes. At the same time, sustainability and responsible development emerged as central themes of the conference, with researchers examining renewable energy, ecotourism, smart tourism strategies, sustainability reporting, environmental protection policies, and sustainable business practices.

The Proceedings also reflect the growing importance of tourism and hospitality research in the contemporary global environment. Numerous studies analyzed tourist behavior, cultural tourism, digital nomads, destination management, service quality, employability in tourism, and innovation in hospitality and tourism industries, emphasizing the necessity for continuous adaptation to rapidly changing market conditions and technological advancement.

In addition, the conference highlighted the significance of interdisciplinary approaches in addressing complex economic and social issues. Contributions from the fields of finance, taxation, trade, organizational studies, education, and information technologies demonstrated how modern scientific methodologies and technological solutions can contribute to improving institutional efficiency, economic resilience, and social well-being.

Finally, we would like to express our sincere gratitude to all authors for their valuable contributions, as well as to the reviewers, members of the scientific and organizing committees, session chairs, keynote speakers, and all participants whose efforts significantly contributed to the scientific quality and successful realization of ICEMIT 2025.

We believe that the papers published in these Proceedings will provide valuable insights for researchers, policymakers, practitioners, and students, while also encouraging future scientific cooperation and the development of innovative solutions for contemporary economic, managerial, and technological challenges.

Blace
October, 2025.

Editors

Goran Perić, Ph.D.
Aleksandar Trajkov, Ph.D.
Ivana Nešić, Ph.D.

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