



TOPLICA ACADEMY OF APPLIED STUDIES  
DEPARTMENT OF BUSINESS STUDIES BLACE



# CONFERENCE PROCEEDINGS

# ICEMIT

1st International Scientific Conference  
on Economy, Management and  
Information Technologies  
– ICEMIT 2023



Blace, September 2023.

**TOPLICA ACADEMY OF APPLIED STUDIES  
DEPARTMENT OF BUSINESS STUDIES BLACE**

# **CONFERENCE PROCEEDINGS**



**I C E M I T**  
**1st International Scientific Conference on Economy, Management  
and Information Technologies – ICEMIT 2023**



**Blace, September 2023.**

**Publisher:**

Toplica Academy of Applied Studies, Department of Business Studies Blace

**For Publisher:**

Zvonko Zlatanović, Ph.D., President of the Academy

**Editors:**

Goran Perić, Ph.D.

Drago Cvijanović, Ph.D.

Romina Alkier, Ph.D.

**Organizer of the Conference:**

Toplica Academy of Applied Studies, Department of Business Studies Blace

**Co-organizer:**

University of Kragujevac, Faculty of Hotel Management and Tourism in Vrnjačka Banja

Student Association of the Business School of Applied Studies Blace - SSVPSŠS

**International Scientific Committee:**

Goran Perić, Ph.D., president; Drago Cvijanović, Ph.D., vice president; Romina Alkier, Ph.D., vice president; Ivana Nešić, Ph.D., Serbia; Siniša Bogdan, Ph.D., Croatia; Sabina Hodžić, Ph.D., Croatia; Slobodan Ivanović, Ph.D., Croatia; Marko Čičin-Šain, Ph.D., Croatia; Danijel Drpić, Ph.D., Croatia; Fabio Carbone, Ph.D., United Kingdom; Merdžana Obralić Cibiz, Ph.D., United Kingdom; Marko Budler, Ph.D., Slovenia; Milica Rančić Demir, Ph.D., Slovenia; Petar Spalević, Ph.D., Serbia; Stefan Panić, Ph.D., Serbia; Bojan Prlinčević, Ph.D., Serbia; Danko Milašinović, Ph.D., Serbia; Aleksandra Mitrović, Ph.D., Serbia; Tamara Gajić, Ph.D., Serbia; Boban Melović, Ph.D., Montenegro; Milijana Novović-Burić, Ph.D., Montenegro; Milena Podovac, Ph.D., Serbia; Giuseppe Catenazzo, Ph.D., Switzerland; Matija Kovačević, Ph.D., Croatia; Maja Mutavždija, Ph.D., Croatia; Danijel Vučenović, Ph.D., Croatia; Tatjana Pivac, Ph.D., Serbia; Ivana Blešić, Ph.D., Serbia; Đorđe Mitrović, Ph.D., Serbia; Dejan Trifunović, Ph.D., Serbia; Branislav Sančanin, Ph.D., Serbia; Kliment Naumov, Ph.D., North Macedonia; Snežana Dičevska, Ph.D., North Macedonia; Cvetko Andreeski, Ph.D., North Macedonia; Aleksandar Trajkov, Ph.D., North Macedonia; Ivana Nestorovska, Ph.D., North Macedonia; Erdogan Ekiz, Ph.D., Uzbekistan; Zelia Breda, Ph.D., Portugal; Ana Belula, Ph.D., Portugal; Atila Akbaba, Ph.D., Turkey; Melike Yilmazer, Ph.D., Turkey; Grzegorz Wilk-Jakubowski, Ph.D., Poland; Eleni Anoyrkati, Ph.D., Greece; Marcus Stephenson, Ph.D., Malaysia; Tamara Vesic, Ph.D., Serbia; Boris Korenak, Ph.D., Canada; Jelena Anđelković, Ph.D., Serbia; Malči Grivec, Ph.D., Slovenia; Srećko Devjak, Ph.D., Slovenia; Jasmina Starc, Ph.D., Slovenia; Maja Rosi, Ph.D., Slovenia.

**Organizational Committee:**

Ivana Nešić, Ph.D., president; Bojan Vasović, Ph.D., vice president; Vedran Miložica, M.A., vice president (external associate); Goran Perić, Ph.D.; Marko Gašić, Ph.D.; Marija Stojiljković, Ph.D.; Ana Đorđević, Ph.D.; Aleksandra Jevtović, Ph.D.; Jelena Raičević, Ph.D.; Sonja Zlatanov, Ph.D.; Ivana Zlatković, Ph.D.; Milica Spasić Stojković, M.Sc.; Svetlana Bogdanović, M.Sc.; Marija Jović, M.Sc.; Srećko Stamenković, M.Sc.; Jovana Anđelković, M.Sc.; Anja Dogandžić, M.Sc.; Mihajlo Đurović, M.Sc.; Sandra Dramićanin, M.Sc. (external associate).

**Printed by:**

Toplica Academy of Applied Studies, Department of Business Studies Blace

**Circulation:**

55 copies

CIP - Каталогizacija u publikaciji  
Narodna biblioteka Srbije, Beograd

330.1(082)(0.034.2)

004(082)(0.034.2)

005(082)(0.034.2)

**INTERNATIONAL Scientific Conference on Economy, Management and Information Technologies (1 ; 2023 ; Blace)**

Conference proceedings [Elektronski izvor] / 1st International Scientific Conference on Economy, Management and Information Technologies – ICEMIT 2023, Blace, September 2023. ; [organizers] Toplica Academy of Applied Studies, Department of Business Studies [[and] University of Kragujevac, Faculty of Hotel Management and Tourism [and] Student Association of the Business School of Applied Studies] ; [editors Goran Perić, Drago Cvijanović, Romina Alkier]. - Blace : Toplica Academy of Applied Studies, Department of Business Studies, 2023 (Blace : Toplica Academy of Applied Studies, Department of Business Studies). - 1 elektronski optički disk (CD-ROM) : tekst, slika ; 12 cm

Tiraž 55. - Bibliografija uz svaki rad.

ISBN 978-86-905436-1-8

a) Економија -- Зборници б) Менаџмент -- Зборници в) Информациона технологија -- Зборници

COBISS.SR-ID 133965321

# CONTENTS

<b>Editorial</b>	v
<b>SESSION: ECONOMICS AND MANAGEMENT</b>	
Giuseppe Catenazzo <b>Choosing a foreign high-speed train service for a domestic route: Early insights from France</b>	1
Luzia Arantes <b>Communicating sustainability: how brands can influence consumers' purchasing decision</b>	7
Milena Podovac, Goran Perić, Vedran Milojica <b>Impact of gastronomic experience on the image of Continental Croatia as a tourist destination</b>	17
Giorgio Mina, Rosalia Stella Evola, Giovanni Peira, Alessandro Bonadonna <b>New experiences in the Italian craft beer market: opportunities for development in the Piedmont Region</b>	27
Aleksandra Belačić, Slavko Alčaković <b>The impact of internet media on video marketing in Serbia</b>	35
Rafael Perez Pena <b>The economic impact of international travelers in the hospitality industry of Austin, Texas, USA in 2021: a regional input-output and data visualization approach</b>	41
Aleksa Panić, Danijel Pavlović, Miroslav Knežević, Tijana Radojević, Nemanja Stanišić, Dušan Mandić <b>The significance of cultural resources in enhancing competitiveness of tourism destinations: TOURCOMSERBIA model</b>	51
Jelena Tepavčević, Ivana Blešić, Danijel Vučenović <b>Sentiment analysis of reviews of spa hotels in Serbia</b>	59
Đorđe Mitrović, Biljana Pešalj <b>The development of circular economy in Western Balkan countries</b>	65
Maja Rosi, Gabrijela Škrjanec, Bojan Rosi <b>Impact of the COVID-19 pandemic on international freight transport in Slovenia and EU</b>	71
Andrijana Bojadzievska Danevska, Savica Dimitrieska, Elena Parnardzieva Stanoevska <b>Human capital efficiency and company performance: empirical evidence from Macedonian companies</b>	81
Aleksandra Mitrović, Marko Milašinović, Snežana Knežević <b>The importance of net working capital in the hotel companies' liquidity assessment</b>	91
Tamara Vesic, Boris Korenak, Jovan Petronijevic, Milica Cvetkovic <b>Comparative analysis of stock and bond indices of the Belgrade stock exchange in comparison with world stock market indices</b>	97
Aleksandar Trajkov, Sasho Korunovski, Vera Karadjova <sup>a</sup> , Snezana Dicevska <b>Education and labour market mismatch</b>	105
Anja Dogandžić, Sonja Dogandžić, Aleksandar Dogandžić <b>The attitude of students on the influence of basic academic studies on starting an entrepreneurial activity</b>	117
Sandra Dramićanin, Goran Perić, Marko Gašić <b>The impact of TikTok on travel decision</b>	129

Romina Alkier, Marko Blažić <b>An insight into the attitudes of enogastronomic tourists in Istria</b>	139
Aleksandra Jevtović, Branislav Sančanin <b>Creative City: From urban regeneration to privatization</b>	147
Dorotea Pittner, Dejan Romih, Gregor Polančič <b>The use of ChatGPT in the study of economics: a SWOT analysis</b>	157
Dušan Mandić, Aleksa Panić, Marko Čičin-Šain <b>Automated service delivery in hotels: balancing efficiency and human interaction for optimal guest satisfaction</b>	167
Sonja Zlatanov, Jasminka Đuričanin <b>The evolving interaction between traditional marketing channels and the digital age</b>	175
Tamara Vesić, Nenad Ravić, Vladan Cogoljević <sup>a</sup> , Raica Miličević <b>New mechanisms and managing of money supply in monetary-credit system within financial system</b>	183
Miloš Dašić <b>Analytical review of sustainable leadership concept</b>	189
Ana Marija Sikirić Simčić <b>Is the budget of the city of Zagreb gender responsive?</b>	197
Daniel Zdolšek, Sabina Taškar Beloglavec <b>"The 2023's new and the fresh": the International Sustainability Disclosure Standards</b>	205
Katarina Toković <b>Impact of disruptions in the pharmaceutical industry – how to build more resilient sales teams</b>	213
Milan Puvača, Ivan Kunac <b>Chatbot in business</b>	219
Marijana Jurišić Mustapić, Filipa Marušić <b>The importance of sports events in the development and attractiveness of the tourist destination Split</b>	227
Marija Stojiljković, Jelena Raičević, Jasminka Đurović, Dobrica Radovanović <b>Comparative analysis of the most significant tax forms in Serbia and selected countries of EU</b>	233
Marina Kostić <b>Communication process and psychological aspects of communication in healthcare</b>	237
Bojan Kocić, Marija Marčetić, Olivera Đurić <b>Application of customs between related entities in international business</b>	241
Jelena Veličković, Miljana Veličković, Marina Jovović, Jasminka Đuričanin, Danijela Maksimović <b>Risks related to cryptocurrencies</b>	245
Marina Kostić <b>Human resource management in healthcare: challenges and perspectives</b>	253
Nikolina Pavičić Rešetar, Zlatko Rešetar, Filipa Lukić <b>The impact of the increase in raw material prices on costs in the construction sector in the city of Osijek</b>	257
Zlatko Rešetar, Nikolina Pavičić Rešetar, Željka Grba <b>Utilization of ESI funds in the Republic of Croatia for the development of high-tech projects</b>	269
<b>SESSION: INFORMATION TECHNOLOGIES</b>	
Dijana Kostić, Zoran Milivojević, Bojan Prlinčević Milan Cekić	279

<b>The influence of rain and thunder on speech intelligibility</b>	
Bojan Prlinčević, Zoran Milivojević, Dijana Kostić	
<b>Performance analysis of an algorithm for estimating emotions based on the trajectory of the fundamental frequency</b>	287
Srećko Stamenković, Bojan Vasović, Zoran Jovanović, Violeta Milićević, Sandra Stanković	
<b>Software systems for simulation and visualization of abstract theoretical concepts</b>	295
Krešo Barić, Đurđica Vukić, Denis Jelaš	
<b>Automatic conversion of server reports into client reports using SQL Server Reporting Services (SSRS) technology</b>	301
Denis Jelaš, Damir Debak, Pavle Sviličić	
<b>Recent trends in computing &amp; information technology</b>	307
Nikola Nikolić, Oliver Popović, Vladica Ubavić, Marina Jovanović-Milenković	
<b>Architecture of an IP camera system using machine learning for privacy protection</b>	317
Ivan Trifunović, Žaklina Spalević, Slavica Savić, Bojan Prlinčević	
<b>Information technologies as a tool for improving the tourist offer</b>	323
<b>SESSION: LANGUAGE FOR SPECIFIC PURPOSES</b>	
Jelena Anđelković	
<b>Testing, assessment and evaluation in an online environment: a case study of tertiary ESP courses</b>	329
Ivana Šalinović, Iva Sundji	
<b>Importance of gastronomy topics in English for tourism books</b>	335
Ada Reić, Sandra Kovačević	
<b>Interdisciplinary approach in teaching English for specific purposes</b>	341
Milica Spasić Stojković, Ivana Nešić	
<b>Enriching vocabulary of ESP students</b>	347
Ana Cvetković, Marija Jović	
<b>The current situation and prospects for German as a foreign and technical language at universities of applied sciences in Serbia</b>	355
Armin Gicić	
<b>Translating e-tourism: localization assessment of tourist promotional website of Novi Pazar</b>	359

## **Editorial**

This proceeding is the result of the researchers at the 1st International Scientific Conference on Economy, Management and Information Technologies – ICEMIT 2023 organized by the Toplica Academy of Applied Studies, Department of Business Studies Blace, with co-organizer University of Kragujevac, Faculty of Hotel Management and Tourism in Vrnjačka Banja, and the Student Association of the Business School of Applied Studies Blace - SSVPŠSS, September 21-23, 2023.

ICEMIT 2023 is a multidisciplinary conference, the primary aim of which is to bring together academics, policymakers, and the industry in order to set the foundations and to identify new, current, and innovative solutions in the field of economy, management, and information technology.

A total of 48 scientific and professional papers were published in the Conference Proceedings. A total of 119 authors participated from the following ten countries: Serbia, Macedonia, Croatia, Italy, Portugal, Slovenia, Switzerland, Netherlands, Canada, and the United States of America.

Finally, we would like to express our gratitude to all of the authors for their contributions, as well as the reviewers, whose comments and guidelines significantly contributed to the quality of the papers.

Editors