



The Second International Scientific Conference on Economics, Management and Information Technologies  
<https://icemit.edu.rs/>

## Conference Program

9 October 2025

2 Hall, Department of Business Studies Blace

10 <sup>00</sup> – 10 <sup>50</sup>	<b>Conference registration</b>	<b>Entrance hall</b>
11 <sup>00</sup> – 11 <sup>10</sup>	<b>Official opening of the conference</b>	<b>2 Hall</b>
	Ivana Nešić	Official welcome
	Ivan Burgić	Speech by the Mayor of Blace
	Zvonko Zlatanović	Speech by the President of Toplica Academy
<b>Conference Chairs: Goran Perić, Cvetko Andreški, Katerina Angelevska-Najdeska</b>		
11 <sup>10</sup> – 12 <sup>30</sup>	<b>Plenary Session</b>	<b>2 Hall</b>
	Snezhana Dichevska	Beyond Bricks and Bills: How Housing and Economics Shape Happiness in Europe and Central Asia
	Nataša Đorđević	Trends and Frontiers in Inclusive Tourism Research: Insights from a Bibliometric Analysis
	Vedran Milojica	Perception of Kvarner as Tourist Destination of Beauty and Health - Empirical findings
12 <sup>30</sup> – 13 <sup>30</sup>	<b>Snacks and Refreshments</b>	<b>3 Hall</b>

Kuršumlijska Banja

19 <sup>30</sup>	<b>Gala Dinner</b>	<b>Restaurant Prepolac</b>
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Hotel „PLANINKA“ Kuršumlijska Banja – Conference Hall

<b>Session A</b>		
<b>Moderators: Vedran Milojica, Ivana Nešić</b>		
11 <sup>00</sup> – 12 <sup>30</sup>	Cvetko Andreeski, Adem Asani	Context-Aware Model for Sentiment Analysis in Tourism
	Iva Nikoloska, Biljana Petrevska	Benefits of Creating Smart Marketing Strategies for Tourism Development in North Macedonia
	Vera Karadjova, Snezana Dicevska, Aleksandar Trajkov, Saso Korunovski, Katerina Angelevska-Najdeska	Dissecting Happiness: Modeling Economic Determinants of Subjective Well-Being in Europe and Central Asia
	Aleksandra Pavlović, Andrea Ivanišević, Katarina Stojanović	The Impact of the COVID-19 Pandemic on Business Continuity in Serbia: A Sectoral Analysis
	Aleksandar Trajkov, Jovanka Biljan, Vera Karadjova, Danijela Miloshoska, Bojan Srbinoski	Quantitative Analysis of the Multiplier Effect and Intersectoral Influences of the Transport and Storage Sector
	Marina Kostić	Psychological Motives and Tourist Expectations: The Influence of Personal Values on Destination Choice
	Marina Kostić	Consumer Psychology in the Digital Era: The Impact of Social Media on Impulsive Buying
	Olivera Đurić, Zvezdan Đurić, Dragan Cvetković	Application of Artificial Intelligence and Machine Learning Algorithms as a Tool for Combating Tax and Customs Fraud in the EU and Serbia
	Milos Ilic, Aleksandra Stojnev Ilic, Milan Grujev, Srecko Stamenkovic, Bojan Vasovic	Enhancing Transparency and Trust in Agricultural Decision-Making Through Explainable Artificial Intelligence
12 <sup>30</sup> – 13 <sup>00</sup>	<b>Coffee Break</b>	<b>Hotel lobby</b>



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### Online Session

<b>Session B</b>		
<b>Moderators: Aleksandar Trajkov, Vedran Milojica, Marija Stojiljković</b>		
13 <sup>00</sup> – 18 <sup>00</sup>	Daniel Tomić, Marijana Glück	Modelling Corporate Rivalry Using Game Theory; Pliva vs. JGL
	Dunja Demirović Bajrami, Marko D. Petrović, Suzana Lović Obradović	Tourism Employability in the Digital Age: Skills Gaps and Labor Market Responses
	Đorđe Alavuk, Dragana Tomašević, Dragana Gašević	Analysis of Tourist Traffic and Accommodation Capacities Through the Prism of the Tourism Development Strategy of the Republic of Serbia 2016-2025
	Đorđe Alavuk, Marija Vranješ, Kristina Radulović	The Impact of Organizational Culture on the Successful Business of Hotel Companies – A Case Study of the Hotel “Zlatibor Resort & Spa”
	Giuseppe Catenazzo	Intentions to Take Night Trains (Sleepers) for Leisure Trips: An Online Survey in London
	Nemanja Berber, Dimitrije Gašić, Danijel Vučenočić	Relation Between Attitudes Towards Artificial Intelligence and Employee Wellbeing in Serbia
	Farhana Yeasmin, Giuseppe Modarelli	Organizational Change in Microfinance from Ledgers to Algorithms: A 35-Year Odyssey of Technological Promise and Peril by a Critical Thematic Review
	Michał Comporek	Workplace Context and Earnings Management Perceptions: Insights from Polish Professional Accountants
	Dhanraj Sharma, Ruchita Verma, Prince	Bibliometric Insights into Solar Energy and Its Role in Employment Generation
	Danijel Drpić, Goran Perić, Danijel Vučenočić	Tourist Attitudes Towards the Cultural Tourism Offer of Continental Croatia
	Sonja Lovrentjev, Daniela Gračan	Integrating Intangible Cultural Heritage into Tourism: Balancing Preservation and Development
Sandra Dramićanin, Goran Perić, Marko Gašić, Svetlana Jokić	Understanding the Role of Employee Monitoring (Bossware) in Shaping Trust, Morality, and Productivity: A Serbian Perspective	

Daniela Gračan, Andriana Jelušić, Milena Podovac	Analysis of Motives and Satisfaction of Dental Tourists in Kvarner
Nikola Vuksanović, Kliment Naumov, Svetlana Jokić	Knowledge About Food Waste Prevention and Management Practices: Perspectives from Restaurants in Novi Sad
Gea Župevc, Barbara Pavlaković Farrell, Mihaela Franjić	Digital Transformation of Safety in Tourism with the use of Artificial Intelligence: A Case Study of Slovenia as a Tourist Destination
Nataša Đorđević	Trends and Frontiers in Inclusive Tourism Research: Insights from a Bibliometric Analysis
Jelena Tepavčević, Ivana Blešić, Teodora Petković, Julia A. Syromiatnikova	Guest Reviews as a Measure of Service Quality in Mountain Hotels of Serbia
Ivana Blešić, Jelena Tepavčević, Denis Dubover	Emotional Dissonance as a Determinant of Quality of Work Life in the Hospitality Industry
Nina Lojović Milinić	Cultural Contents Based on Artistic Creativity as an Opportunity to Improve Cultural Tourism in Trebinje
Zlatko Rešetar, Nikolina Pavičić Rešetar, Kristina Kardum	Possibilities of Financing a Project in Rural Tourism with EU Funds
Zlatko Rešetar, Nikolina Pavičić Rešetar, Antonija Kostelac	Legally Legal Forms of Entrepreneurship in Project Management with Emphasis on the Family Farming
Ljerkica Cerović, Alemka Šegota, Tea Jurić	A Comparative Study of Environmental Protection Efforts in the European Union and India
Ivana Ostojić, Predrag Petrović	Microcredit Financial Institutions as a Strategic Instrument for Strengthening Serbian Financial System, Promoting Entrepreneurship, and Achieving Inclusive Economic Growth
Milan Puvača	Readiness of Croatian SMEs for Mandatory e-Invoicing from 2026: Digital Preparedness, Implementation Challenges, and the Role of ERP Systems
Sabina Hodžić, Tanja Fatur Šikić, Zoja Kopjar	The Evaluation of Tax Evasion and Tax Morale in the Republic of Croatia
Daniel Zdolšek, Sabina Taškar Beloglavec	Sustainability Reporting: The Current Issues in Slovenian Legislation
Sabina Taškar Beloglavec, Daniel Zdolšek	Cryptoassets Taxation: The Case of Slovenia
Marko Pavlović, Dragana Đurić, Marija Perić	Human Resources Management in Insurance Companies - Case Study Wiener Stadtische
Milica Spasić Stojković, Ivana Nešić	Fanboys in Linking Two or More Language Structures in English Language
Andriana Milošević, Marina Đorđević	A Comparative Analysis of the Effects of Central Bank Governor Turnover Frequency on Monetary Stability



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## Online Session

<b>Session C</b>		
<b>Moderators: Kliment Naumov, Bojan Vasović, Miloš Ilić</b>		
13 <sup>00</sup> – 18 <sup>00</sup>	Blaž Frešer, Silvio Dajčman, Jasmina Okičić Džindo, Dejan Romih	Forgone Health Care and Cancer Mortality in the United States: A State-Level Analysis
	Blaž Frešer, Silvio Dajčman, Jasmina Okičić Džindo, Dejan Romih	Health Expenditure and Gender-Specific Cancer Incidence and Mortality: Are There Statistically Significant Differences Between Country Groups?
	Zoran Ježić, Renee Škulić Ažić, Mia Simić	Digital Transformation of Education in Croatia: Current State, Economic Aspects, and Development Potential
	Anna Feldman	The Impact of Transformational and Transactional Leadership on Employees' Psychological Empowerment
	Ljiljana Arsić, Anđelka Pindović, Nebojša Đokić, Bogdan Pindović	Challenges and Prospects for the Application of Scientific Research Methodology in Higher Education in the Republic of Serbia
	Iva Prekrat, Dario Maradin, Stella Suljić Nikolaj	Economies of Scale in the Cruise Industry
	Adriana Radosavac, Hadžib Salkić	Digital Transformation in Tourism and Consumer Behavior in the Digital Environment
	Jovana Džoljić, Milica Stanković, Gordana Mrdak	Biomimicry and Nature-Based Solutions: Instruments of the Circular Economy Toward Sustainability
	Milena Gatić	The Role of Information Systems and Technologies in Monitoring and Optimizing Delivered Product Value in the Age of Artificial Intelligence
	Goran Damnjanović, Vitomir Perić	Interpretation of ECG Recordings Using Artificial Intelligence
	Sanela Ravlić, Ivana Unukić	Perceptions of Cybersecurity Challenges and the Need for Effective Measures
Milan Novović, Nataša Marjanović	Balance and Distribution of Merchandise Trade in Serbia's Foreign Trade Flows	

Nenad Stanojević, Bojan Prlinčević, Aleksandar Skulić, Đorđe Šarčević, Srđan Mitrović	Performance Evaluation of Watermarked Image Transmission Through Atmospheric Turbulence Channels Modeled by the Chi-Square–Inverse Gamma Distribution
Ivan Turčić, Mladen Turuk, Dario Budan	Digital Nomads in Croatia: Between Attraction and Challenges
Filip Taskovski, Vlatko Paceskoski	Monetary Policy Effectiveness in the Context of Global Inflation Growth: Evidence from North Macedonia
Bojan Prlinčević, Zoran Milivojević, Milan Mišić, Dejan Gurešić, Dijana Kostić	Comparative Analysis of LDA, QDA, SVM, Algorithms and Neural Networks for Boredom and Fear Detection in Speech
Branislav Sančanin, Aleksandra Penjišević, Katarina Stojanović	Improving Media Education Through the Application of Artificial Intelligence
Dragana Stanisavljević, Zvonko Zlatanović, Milica Krulj-Mladenović, Predrag Ilić, Kliment Naumov	The Impact of Packaging on the Quality and Sale of Goods
Jovanka Vukmirović, Aleksandra Vukmirović, Ivan Mandić, Predrag Sekulić, Tadej Vučković	Big Data and Artificial Intelligence in the Function of Digital Marketing
Marija Marčetić, Bojan Kocić, Jovana Andjelković	The Reshoring to the United States: Tariffs, Tax Incentives, and Global Impact
Srećko Stamenković, Miloš Ilić, Bojan Vasović, Zoran Jovanović, Ivan Garvanov	Taxonomy Development Goals for Educational Software Design
Nataša Novaković Božić	Assessing Students' Perspectives on How Empathy Shapes Learning Achievement: A Case Study at Toplica Academy of Applied Studies
Marija Stojiljković, Marija Đurković, Meri Šuman Tolić	Fiscal Indicators and Comparative Analysis of Local Governments in the Former Yugoslav Countries
Ivana Milić, Jovana Vitošević, Konstantin Kirovski, Mihajlo Đurović	Analytics in Digital Marketing: Aspirations vs. Adoption in a Developing Business Landscape
Aleksandar Kešeljević	Implementation of the Green Tax Reform: The Case of Slovenia
Ivana Petković, Tanja Vujović, Ivan Božović	Adaptation of the Digital User Experience Scale (DCX) to Measure Student Experience in Online Education
Snežana Miličević, Dejan Sekulić, Marija Mandarić	The Role and Importance of Ecotourism on the Tourism Market
Jelena Veličković, Jasminka Đuričanin	The Dark Side of Digital Marketing: Psychological, Ethical, and Social Implications in the Age of Surveillance Capitalism
Jelena Veličković, Jasminka Đuričanin, Danijela Maksimović	Impact of Information Technologies on Employment in the Banking Sector of Serbia

	Milena Podovac, Romina Alkier Tomić, Vedran Milojica	Organization of Business Events: A New Perspective of the Development of Business Tourism Through the Application of Technological Innovations
	Marinela Krstinić Nižić	Managers' Views on Renewable Energy and Ecological Sustainability in Tourism

**The organizers reserve the right to change the conference program.**