

PANEVROPSKI UNIVERZITET
APEIRON
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za multidisciplinarne i virtualne studije
Pan-European University for Multidiscipline & Virtual Studies
Banja Luka



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PROGRAM • AGENDA

XV Međunarodni naučni skup o ekonomskom razvoju i životnom standardu •
XV International Scientific Conference on Economic Development and Standard of Living

Tema • Main topic

„VJEŠTAČKA INTELIGENCIJA I ODRŽIVO POSLOVANJE IZAZOVI I PRILIKE“
„ARTIFICIAL INTELLIGENCE AND SUSTAINABLE BUSINESS CHALLENGES AND OPPORTUNITIES“

13. JUN 2025 • JUN 13th, 2025

EDASOL ZOOM MEETING

Meeting ID: 679 192 8209

Passcode: FDH540



AGENDA EDASOL 2025

Petak, 13. jun, 2025 • Friday, June 13th, 2025 • Time zone (UTC+01:00)

[Jezici: Engleski • jezici naroda u BiH • Languages: English • languages of the peoples of BiH]

REGISTRACIJA UČESNIKA od 09:30		
10:00 – 10:15		CEREMONIJA OTVARANJA, DOBRODOŠLICA • OPENING CEREMONY, WELCOME SPEECH Moderator: Hana Kunić
10:00 – 10:10		Prof. dr Sanel Jakupović – dobrodošlica • welcome speech Rektor Panevropskog univerziteta „APEIRON“ • Rector of the Paneuropean University „APEIRON“
10:10 – 10:15		Dražen Višnjić – Direktor Agencije za informaciono komunikacione tehnologije Republike Srpske u Vladi Republike Srpske • Director of the Agency for Information and Communication Technologies in the Government of Republika Srpska
10:15 – 11:15		PANEL SESIJA (P-1) • UVODNI REFERATI. PANEL SESSION (P-1) • KEYNOTE SPEAKERS
10:15 – 10:35		Inga Koryagina Marketing 2026: IZAZOVI I PRILIKE U VEZI S UMJETNOM INTELIGENCIJOM I ODRŽIVIM POSLOVANJEM • Marketing 2026: AI AND SUSTAINABLE BUSINESS CHALLENGES AND OPPORTUNITIES Redovni profesor Plehanov Univerzitet Moskva, Rusija • Full Professor Plekhanov University of Economics, Moscow, Russia - online
10:35 – 10:55		Maja Ozmec-Ban KAKO VJESTACKA INTELIGENCIJA MIJENJA AVIO-INDUSTRIJU • HOW AI IS CHANGING THE AIRLINE INDUSTRY Dr. sc, Fakultet prometnih znanosti Sveučilište u Zagrebu • Dr. sc, Faculty of transport and traffic sciences, University of Zagreb
10:55 – 11:15		Jasmin Jakupović MSc KORIŠTENJE AI/ML U RAZVOJU SOFTVERA U PROIZVODNIM KOMPANIJAMA • UTILIZING AI/ML WITH SOFTWARE DEVELOPMENT IN MANUFACTURING COMPANIES Tehnički fakultet - Univerzitet Jönköping, Jönköping, Švedska • School of Engineering - Jönköping University, Jönköping, Sweden, Industrial PhD in collaboration with Thule Group AB
11:15 – 12:00		KAFE PAUZA • COFFE BREAK ZAJEDNIČKA FOTOGRAFIJA • GROUP PHOTO UMREŽAVANJE • NETWORKING
12:00 – 19:00		RAD U SESIJAMA SEKCIJA • WORK IN SESSIONS SECTIONS
Izmjene plana i satnice izlaganja mogu se usaglašavati sa moderatorima sekcija. Prezentacije radova traju do 10 minuta. Changes to the presentation plan and schedule can be agreed with the session moderators. Presentations should last up to 10 minutes.		
12:00 – 19:00		SESIJA SEKCIJE (S-I) • SESSION SECTION (S-I) • Time zone (UTC+01:00) Prezentacija učesnika (10 minuta) • Participant presentation (10 minutes) Moderatori • Moderators: Bogdana V. Gligorić
12:00-12:50		Ružica Škurla Babić Vanredni profesor, Fakultet prometnih znanosti Sveučilište u Zagrebu • Associate professor Faculty of transport and traffic sciences, University of Zagreb „IZAZOVI PRIMJENE VJEŠTAČKE INTELIGENCIJE U VISOKOM OBRAZOVANJU“ Radionica za nastavnike u visokom obrazovanju
12:50- 13:00	Jana Aleksić Gordan Bajić Mirjana Landika	BOL U LEĐIMA KAO POSLJEDICA POTISNUTIH EMOCIJA KOD MARKETARA, MENADŽERA I OSTALIH RADNIKA
13:00- 13:10	Nina Uremović Radmila Pejić Mirjana Landika	STOCHASTIC PATTERNS OF ETHICS IN TRAFFIC AND THE WORK ENVIRONMENT FOR PROCESS OPTIMIZATION PURPOSES
13:10- 13:20	Radmila Pejić	EKONOMSKA NEZAVISNOST ŽENA KAO FAKTOR DRUŠTVENE JEDNAKOSTI

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13:20-13:30	Vlatka Bilas Sanja Franc Tomislav Radoš	EMPIRICAL EVIDENCE ON THE RELATIONSHIP BETWEEN UNEMPLOYMENT AND ECONOMIC GROWTH IN CROATIA
13:30-13:40	Marina Lovrinčević Vlatka Škokić Valentina Popović	BRIDGING THE AI GAP: CHALLENGES AND OPPORTUNITIES IN THE ADOPTION OF AI IN THE CROATIAN HOSPITALITY AND TELECOMS INDUSTRY (on-line)
13:40-13:50	Zdenko Jukić	OCJENJIVANJE UČINKOVITOSTI RAZDOBLJA POSLOVANJA BOLNIČKIH ODJELA MALMQUISTOVIM INDEKSOM PRODUKTIVNOSTI (on-line)
13:50-14:00	Sanja Broz Tominac Martina Dragija Kostić Ivana Dražić Lutlisky	OKVIR ZA PRIMJENU ESG-A U IZVJEŠTAVANJU BANAKA (on-line)
14:00 – 14:45	PAUZA • KETERING PAUSE • CATERING	
14:45-14:55	Marija Šain Maja Haršanji Lucija Majetić	KULturna ZAPOSLENOST U ZEMLJAMA SREDNJE I ISTOČNE EUROPE: ANALIZA I IMPLIKACIJE (on-line)
14:55-15:05	Zoran Injac Danislav Drašković Boris Mikanović	UPOTREBA SISTEMA BESPILOTNIH VAZDUHOPLOVA (DRONOVA) POREĐENJE: BOSNA I HERCEGOVINA SA OSTALIM ZEMLJAMA
15:05-15:15	Verica Budimir Robert Idlbek Miroslav Popović	ARTIFICIAL INTELLIGENCE APPLICATION IN AUTOMATED QUALITY AND PERFORMANCE REPORTING IN HIGHER EDUCATION
15:15-15:25	Dijana Mečev Linda Martić Kuran	ISTRAŽIVANJE JAVNE SVIJESTI O KRUŽNOJ EKONOMIJI U REPUBLICI HRVATSKOJ (on-line)
15:25-15:35	Miloš Grujić Isidora Džombić	PERCEPTIONS AND CHALLENGES OF ESG REPORTING FOR THE ACCOUNTING PROFESSION IN BOSNIA AND HERZEGOVINA
15:35-15:45	Mirjana Milovanović Vesna Novaković	THE STRATEGIC INTEGRATION OF ARTIFICIAL INTELLIGENCE IN MARKETING: PREDICTIVE ANALYTICS AND PERSONALIZATION - THE CASE OF MERCEDES-BENZ
15:45-15:55	Nenad Perić Mirjana Milovanović Filip Čudić	FROM ALGORITHM TO AESTHETICS: ARTIFICIAL INTELLIGENCE'S PLACE IN CREATIVE SECTOR
15:55-16:05	Boris Spasojević Aleksandar Đukić	INVESTICIJE U VJEŠTAČKU INTELIGENCIJU KAO POKRETAČ ODRŽIVOG RAZVOJA MALIH I SREDNJIH PREDUZEĆA U BOSNI I HERCEGOVINI
16:05-16:15	Saša Jovanović Aleksandra Pavićević Goran Đoković	ENHANCING SERVICE QUALITY THROUGH MARKETING AUTOMATION: IMPLICATIONS FOR THE DIGITAL ECONOMY
16:15-16:25	Firat Botan Şan Alper Erserim	DECONSTRUCTING FAIR VALUE: A POSTMODERN ANALYSIS OF ACCOUNTING AS A SOCIAL REALITY (on-line)
16:25-16:35	Marijana Jurišić Mustapić	OVERVIEW OF THE DEVELOPMENT OF DISTRIBUTION CHANNELS IN THE HOTEL INDUSTRY: ANALYSIS OF A LUXURY HOTEL IN SPLIT
16:35-16:45	Miloš Radaković	VJEŠTAČKA INTELIGENCIJA U PROCJENI RIZIKA OD PONOVOG IZVRŠENJA KRIVIČNOG DJELA
16:45-16:55	Manuela Bijelić Mirela Rokvić Damjan Trnić	UTICAJ INFLACIJE NA PERSPEKTIVE ULAGANJA U BOSNI I HERCEGOVINI
16:55-17:05	Andreja Katolik Kovačević Hrvoje Sivrić	THE IMPACT OF CLIMATE CHANGE ON RURAL AREAS AND RURAL TOURISM: AWARENESS AND PERCEPTIONS (on-line)

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17:05-17:15	Aleksandar M. Damnjanović Siniša M. Arsić Dragan Kolev	LEVERAGING ARTIFICIAL INTELLIGENCE FOR HUMAN RESOURCES DIGITALIZATION: TRANSFORMING WORKFORCE MANAGEMENT IN THE ERA OF SMART TECHNOLOGIES
17:15-17:25	Željko Đurić Radovan Višković	APPLICATION OF ARTIFICIAL INTELLIGENCE IN PERFORMANCE MEASUREMENT IN LOGISTICS
17:25-17:35	Željko Đurić Radovan Višković	MANAGEMENT CHALLENGES IN THE ERA OF ARTIFICIAL INTELLIGENCE – EFFICIENCY, PRODUCTIVITY, AND PERFORMANCE CHANGES UNTIL 2050
17:35-17:45	Velibor Peulić Željko Đurić Radovan Višković	E-CMR PROTOCOL IN THE FUNCTION OF REDUCING OPERATIONAL COSTS AND ACCELERATING SUPPLY CHAINS
17:45-17:55	Željko Đurić Radovan Višković	APPLICATION OF AI – ARTIFICIAL INTELLIGENCE AND SUSTAINABLE BUSINESS CHALLENGES AND OPPORTUNITIES IN THE “NEXT DECADE”
17:55-18:05	Marijana Kapović Solomun Vesna Novaković Ilija Čigoja	STRATEGIC FRAMEWORK FOR BIODIVERSITY PROTECTION: A CASE STUDY OF THE REPUBLIC OF SRPSKA
18:05-18:15	Jana Aleksić	WELLBEING I ODRŽIVI RAZVOJ: SINERGIJA MENADŽMENTA I MARKETINGA U MODERNIM KOMPANIJAMA
18:15-18:25	Jana Aleksić	UPOTREBA VJEŠTAČKE INTELIGENCIJE U MARKETINGU I MENADŽMENTU- KORISNOST ALATA I APLIKACIJA ZA STVARANJE SADRŽAJA
18:25-18:35	Suleiman Umar Suleiman Kamal Tasiu Abdullahi	DIGITAL CURRENCIES AND FINANCIAL INCLUSION: A CROSS-COUNTRY ASSESSMENT OF CENTRAL BANK DIGITAL CURRENCY IMPLEMENTATION (on- line)
18:35-19:00	DISKUSIJA UČESNIKA I ZAKLJUČCI KONFERENCIJE DISCUSSION OF THE PARTICIPANTS AND CONCLUSIONS OF THE CONFERENCE	