



International Scientific Conference
**FUTURE ECONOMY:
SUSTAINABILITY, INNOVATION AND AI**
Faculty of Economics, University of Niš, Serbia
16-17 October 2025



CONFERENCE PROGRAM

Thursday, 16.10.2025.

13.00 – 14.00	Solemn Academic Ceremony marking the 65th anniversary of the Faculty of Economics Niš
14.00 – 15.00	Coffee break
15.00 – 18.00	International Interdepartmental Scientific Conference of the Department of General Economic Theory (MIKET 2025) - Economic Theory Facing New Challenges: Between Sustainability, Digitalization and Social Justice

Friday, 17.10.2025., Conference room 1

09.30 – 10.00	Registration of the participants
10.00 – 10.15	Opening ceremony: • Greeting word of Vladislav Marjanović, Faculty of Economics Niš, Dean and President of the Program committee • Greeting word of Rector/Vice Rector • Greeting word of Igor Mladenović, Faculty of Economics Niš, President of the Program committee of MIKET 2025
10.15 – 11.15	Panel session: RETHINKING ECONOMICS: SUSTAINABILITY, INNOVATION AND ARTIFICIAL INTELLIGENCE Moderator: Ksenija Denčić Mihajlov, University of Niš, Faculty of Economics 1. Mijalche Santa, Cyril and Methodius University in Skopje, Faculty of Economics, North Macedonia 2. Milenko Krajišnik, University of Banja Luka, Faculty of Economics, Republic of Srpska, BIH 3. Saša Čegar, University of Rijeka, Faculty of Economics and Business, Croatia 4. Igor Makovec, University Novo Mesto, Faculty of Economics and Informatics, Slovenia 5. Mijat Jocović, University of Montenegro, Faculty of Economics, Montenegro
11.15 – 11.45	ROUND TABLE: Driving Corporate Responsibility and Entrepreneurship: R&I Strategy and Action Plans - Moderator: Marija Radosavljević, University of Niš, Faculty of Economics
11.45 – 12.00	Coffee break
12.00 – 14.30	Parallel sessions: Session 1: AI-Driven Sustainable Finance and Economy Development (Conference room 1) Session 2: AI-Powered Sustainability and Innovativeness: Driving Corporate Responsibility and Entrepreneurship (Conference room 5) Session 3: Economic Theory, Accounting and Finance: Challenges, Innovation and Digital Transformation for Sustainability and AI (Conference room B) Session 4: Economic Theory Facing New Challenges: Between Sustainability, Digitalization and Social Justice - MIKET 2025 (Conference room A)
14.30 – 18.00	Lunch

PROGRAM OF THE CONFERENCE

SESSION 1 – AI-Driven Sustainable Finance and Economy Development

Session Chair: Mirjana Jemović

	TITLE OF THE PAPER	Author(s)	Affiliation
1.	GREEN ECONOMY AND THE FINANCIAL SECTOR – HOW BANKS IN BOSNIA AND HERZEGOVINA IMPLEMENT ESG STANDARDS, GREEN BONDS AND SUSTAINABLE FINANCE	Vesna Petrović Vitomir Starčević Ivan Mirović Dražen Bojagić	University of East Sarajevo, Faculty of Business Economics, Bijeljina, Bosnia and Herzegovina University of East Sarajevo, Faculty of Business Economics Bijeljina, Bosnia and Herzegovina University of East Sarajevo, Faculty of Business Economics Bijeljina, Bosnia and Herzegovina KPMG B-H d.o.o. Sarajevo, Bosnia and Herzegovina
2.	ARTIFICIAL INTELLIGENCE AND TAX ADMINISTRATION: FINANCIAL IMPLICATIONS	Branimir Kalaš Vera Mirović	University of Novi Sad, Faculty of Economics in Subotica, Serbia University of Novi Sad, Faculty of Economics in Subotica, Serbia,
3.	GLOBALIZATION AND HARMFUL TAX COMPETITION	Jadranka Đurović Todorović Marina Đorđević Milica Ristić Cakić	University of Niš, Faculty of Economics, Serbia, University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia
4.	ARTIFICIAL INTELLIGENCE USE IN CUSTOMS AUTHORITIES	Ekaterina Igorevna Tyuhtenkova Elena Borisovna Gayko	Russian Customs Academy, the Russian Federation Russian Customs Academy, the Russian Federation
5.	DIGITAL TRANSFORMATION OF THE INTERACTION OF CUSTOMS AUTHORITIES AND PARTICIPANTS IN FOREIGN ECONOMIC ACTIVITY IN THE RUSSIAN FEDERATION	Levina Evgenia Pavlovna	Vladivostok branch of the Russian Customs Academy, Russia
6.	SUSTAINABILITY INDICES AND BANKS: ANALYSIS OF THE DJSI INDEX	Milica Pavlović Mirjana Jemović Srđan Marinković	University of Niš, Innovation Centre, Serbia University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia
7.	THE CONCEPT OF DIGITAL SUSTAINABILITY IN BANKING	Anđela Milenković Mirjana Jemović Jelena Radojičić	University of Niš, Innovation Centre, Serbia University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia
8.	ENERGY CONSUMPTION IN CRYPTOCURRENCY MINING AND ITS ENVIRONMENTAL IMPLICATIONS: A CRITICAL REVIEW	Ognjen Radović Jelena Radojičić	University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia
9.	BEYOND THE CODE: THE RISE OF ICT SERVICES - EVIDENCE FROM SELECTED CESEE COUNTRIES	Božidar Čakajac Nenad Janković Stevan Luković	University of Kragujevac, Faculty of Economics, Serbia University of Kragujevac, Faculty of Economics, Serbia University of Kragujevac, Faculty of Economics, Serbia
10.	SMART ECONOMY AS A REFERENCE FOR ECONOMIC AND URBAN DEVELOPMENT OF 21 ST CENTURY GLOBAL SOCIETY	Jelena Veljković, Jelena J. Stanković Ivana Marjanović	PhD student, University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia
11.	ASSESSING URBAN INDICATORS FOR SUSTAINABLE DEVELOPMENT: A COMPARATIVE STUDY OF SERBIAN CITIES	Vesna Janković Milić Sonja Jovanović Vinko Lepojević	Univerzitet u Nišu, Ekonomski fakultet, Srbija Univerzitet u Nišu, Ekonomski fakultet, Srbija Univerzitet u Nišu, Ekonomski fakultet, Srbija
12.	FROM CONNECTIVITY TO CONSERVATION: DIGITAL TECHNOLOGY AND NATURAL RESOURCE USE IN THE WESTERN BALKANS	Vesna Janković-Milić Marija Petrović- Randelović	University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia
13.	INDUSTRIJA I TURIZAM U ERI VEŠTAČKE INTELIGENCIJE: TEORIJSKI OSVRT KA ODRŽIVOJ EKONOMIJI	Ivana Kostadinović Marko Savićević	Univerzitet u Nišu, Ekonomski fakultet, Srbija Univerzitet u Kragujevcu, Ekonomski fakultet, Srbija
14.	SMART CONSTRUCTION AND SUSTAINABLE GROWTH THROUGH AI AND PPP: LESSONS FROM GLOBAL CASES AND THE REPUBLIC OF SERBIA	Aleksandar Đorđević Biljana Rakić	University of Niš, Faculty of Civil Engineering and Architecture, Serbia University of Niš, Faculty of Economics, Serbia
15.	KREDITNO ZADUŽENJE JEDINICA LOKALNE SAMOUPRAVE U REPUBLICI SRBIJI – ANALIZA STANJA I STRUKTURE DUGA	Marija Đurković	Stipendista Ministarstva nauke, tehnološkoj razvoja i inovacija - doktorand, Univerzitet u Nišu, Republika Srbija

SESSION 2 – AI-Powered Sustainability and Innovativeness: Driving Corporate Responsibility and Entrepreneurship

Session Chairs: Aleksandra Anđelković

	TITLE OF THE PAPER	Author(s)	Affiliation
16.	MODEL OTVORENIH INOVACIJA KAO RAZVOJNA OPCIJA MALIH I SREDNJIH PREDUZEĆA	Marija Radosavljević Maša Georgiev Sandra Milanović Zbiljić	Univerzitet u Nišu, Ekonomski fakultet, Srbija Akademija strukovnih studija Južna Srbija, Odsek Visoka poslovna škola Leskovac, Srbija Univerzitet u Nišu, Ekonomski fakultet, Srbija
17.	FRUGAL INNOVATIONS AS A PATHWAY TO SUSTAINABLE ENTREPRENEURSHIP	Jelena Kocić Marija Radosavljević Biljana Đorđević	PhD student, University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia
18.	THE IMPLEMENTING OF ESG AGENDA IN THE ACTIVITIES OF SME IN RUSSIA: PROBLEMS AND SOLUTIONS	Evgrafova Olga V., P	Rostov Branch of the Russian Customs Academy, Russian Federation
19.	MALOPRODAJA U ERI VEŠTAČKE INTELIGENCIJE	Svetlana Sokolov Mladenović Igor Mladenović	Univerzitet u Nišu, Ekonomski fakultet, Srbija Univerzitet u Nišu, Ekonomski fakultet, Srbija
20.	DIGITAL TRANSFORMATION IN THE RETAIL SECTOR: EFFECTS AND BUSINESS PERFORMANCE ANALYSIS	Aleksandra Anđelković Danijela Stošić Panić	University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia
21.	AI-ENHANCED MARKETING BUDGETING: INSIGHTS FROM THE PITA DEMAND DECOMPOSITION MODEL	Aleksandar Grubor Ines Djokic Nenad Djokic	University of Novi Sad, Faculty of Economics in Subotica, Serbia University of Novi Sad, Faculty of Economics in Subotica, Serbia University of Novi Sad, Faculty of Economics in Subotica, Serbia
22.	MARKETING PERFORMANCE VERSUS MARKETING AUDITS	Plamen Petrov	D. A. Tsenov Academy of Economics Svishetov, Bulgaria
23.	DETERMINANTE PENETRACIJE NA PRIMERU KATEGORIJE ŠUNKI	Saša Ćirić	Neoplanta Novi Sad, Srbija
24.	ULOGA DEMOGRAFSKIH KARAKTERISTIKA U PARTICIPACIJI POTROŠAČA U ONLAJN ZAJEDNICAMA BRENDOVA	Jelena Stanković Suzana Đukić	Univerzitet u Nišu, Ekonomski fakultet, Srbija Univerzitet u Nišu, Ekonomski fakultet, Srbija
25.	VEŠTAČKA INTELIGENCIJA U ANALIZI POTROŠAČKIH PREFERENCIJA: TEHNOLOŠKE MOGUĆNOSTI I ETIČKI IZAZOVI	Kristina Petrović Stefan Orlović	Student doktorskih akademskih studija, Univerzitet u Nišu, Ekonomski fakultet, Srbija Student doktorskih akademskih studija, Univerzitet u Nišu, Ekonomski fakultet, Srbija
26.	IZAZOVI TRANSFORMACIJE TRADICIONALNIH U CIRKULARNE LANCE SNABDEVANJA	Goran Milovanović Marija Milojić Stanojević Adrijana V. Jevtić	Univerzitet u Nišu, Ekonomski fakultet, Srbija Univerzitet Metropolitan, Fakultet za menadžment, Niš, Srbija Univerzitet u Beogradu, Tehnički fakultet u Boru, Srbija
27.	THE ROLE OF ARTIFICIAL INTELLIGENCE IN IMPROVING THE EFFICIENCY OF LOGISTICS SOLUTIONS	Liliya Matveevna Parfenchuk	Russian Customs Academy, Russia
28.	GLOBAL DEMAND IN FREELANCING: WHAT ARE THE MAJOR MARKETS IN PLATFORM ECONOMY AND WHAT ARE THEY LOOKING FOR?	Zoran Kalinić Vladan Ivanović	University of Kragujevac, Faculty of Economics, Serbia University of Kragujevac, Faculty of Economics, Serbia
29.	PERCEPTION OF THE IMPACT OF RECOMMENDATION SYSTEMS ON USERS' CONCERNS ABOUT DATA PRIVACY WHEN MAKING ONLINE PURCHASING DECISIONS	Sara Dimitrijević, Velimir Štavljanin	PhD student, University of Belgrade, Faculty of Organizational Sciences, Serbia University of Belgrade, Faculty of Organizational Sciences, Serbia
30.	IMPACT OF AI ON HUMAN RESOURCES IN INSURANCE	Desislav Danov	PhD candidate, University for National and World Economy, Sofia, Bulgaria
31.	THE ROLE OF DIGITAL TECHNOLOGIES IN THE SERVITIZATION OF MANUFACTURING FIRMS: THEORETICAL FRAMEWORK AND IMPLICATIONS	Dina Živković Danijela Stošić Panić Suzana Stefanović	PhD candidate, University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia
32.	IMPLEMENTATION OF ARTIFICIAL INTELLIGENCE IN CAPITAL MARKET ACTIVITIES: OPPORTUNITIES AND CHALLENGES FOR WESTERN BALKAN COUNTRIES	Jelena Z. Stanković Ivana Marković Jovica Stanković	University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia

SESSION 3 – Economic Theory, Accounting and Finance: Challenges, Innovation and Digital Transformation for Sustainability and AI

Session Chairs: Dragan Petrović

	TITLE OF THE PAPER	Author(s)	Affiliation
33.	HOMOPLUTIJA KAO ZAČETAK NOVIH DRUŠTVENIH, MEĐUNARODNIH EKONOMSKIH I GEOPOLITIČKIH ODNOSA	Miloš Todorović Ivan Marković Milan Kalinović	Univerzitet u Nišu, Ekonomski fakultet, Srbija Univerzitet u Nišu, Ekonomski fakultet, Srbija Univerzitet u Nišu, Ekonomski fakultet, Srbija
34.	PRIMENA VEŠTAČKE INTELIGENCIJE U REALIZACIJI CILJEVA ODRŽIVOG RAZVOJA: MOGUĆNOSTI I INSTITUCIONALNI IZAZOVI	Dragan Petrović Zoran Stefanović	Univerzitet u Nišu, Ekonomski fakultet, Srbija Univerzitet u Nišu, Ekonomski fakultet, Srbija
35.	GENERATIVE AI IN UNIVERSITY COMMUNICATION: STUDENT PERCEPTIONS FROM A PILOT STUDY	Adriyan Dinev Ognyan Ogynanov	PhD Student, University of National and World Economy, Sofia, Bulgaria PhD Student, University of National and World Economy, Sofia, Bulgaria
36.	TRANSPARENCY AND HUMAN OVERSIGHT IN THE EU AI ACT: LEGAL FOUNDATIONS AND IMPLICATIONS	Tamara Milenković-Kerković Ružica Petrović Dragana Radenković-Jocić	University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia
37.	ANALIZA DETERMINANTI PRIVREDNE DINAMIKE SRBIJE U 21. VEKU PRIMENOM LINEARNOG REGRESIONOG MODELA	Mladen Anđelković	Univerzitet u Nišu, Ekonomski fakultet, Srbija
38.	EFFECTS OF THE SPACE INDUSTRY ON ECONOMIC THEORY	Zoran Tomić	Ministry of Science, Technological development and Innovations of Republic of Serbia; Faculty of Agriculture Kruševac, Serbia
39.	VEŠTAČKA INTELIGENCIJA, PRODUKTIVNOST I ODRŽIVA TRANSFORMACIJA INDUSTRIJSKE PROIZVODNJE: IZAZOVI ZA REPUBLIKU SRBIJU	Gorica Bošković Aleksandar Manasijević	Univerzitet u Nišu, Ekonomski fakultet, Srbija Student doktorskih akademskih studija, Univerzitet u Nišu, Ekonomski fakultet, Srbija
40.	LOW-CODE FUTURES IN THE SOCIAL SCIENCES: BRIDGING METHODS, POLICY, AND PRACTICE	Jelena Stanković Marina Stanojević Giota Digkoglou Jason Papathanasiou Ivana Marjanović	University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia University of Macedonia, Thessaloniki, Greece University of Macedonia, Thessaloniki, Greece University of Niš, Faculty of Economics, Serbia
41.	THE QUALITY OF FINANCIAL REPORTING AS AN ACCOUNTABILITY INSTRUMENT: SUSTAINABILITY CHALLENGES AND OPPORTUNITIES FOR AI IMPLEMENTATION IN THE PUBLIC SECTOR	Dragana Đorđević Ivana Medved Sunčica Milutinović	University of Novi Sad, Faculty of Economics, Serbia University of Novi Sad, Faculty of Economics, Serbia University of Novi Sad, Faculty of Economics, Serbia
42.	VREMENSKA DIMENZIJA EKOLOŠKOG RAČUNOVODSTVA	Aleksandra Arsenijević Ljilja Antić Tatjana Stevanović	Univerzitet u Nišu, Srbija Univerzitet u Nišu, Ekonomski fakultet, Srbija Univerzitet u Nišu, Ekonomski fakultet, Srbija
43.	OD FINANSIJSKIH POKAZATELJA DO UNAPREĐENJA POSLOVANJA: UVIDI IZ PREDUZEĆA U SRBIJI	Bojana Novičević Čečević Jelena Stevanović	Univerzitet u Nišu, Ekonomski fakultet, Srbija
44.	UTICAJ DELATNOSTI NA FINANSIJSKE PERFORMANSE PREDUZEĆA: EMPIRIJSKA ANALIZA	Bojana Novičević Čečević Ljilja Antić	Univerzitet u Nišu, Ekonomski fakultet, Srbija Univerzitet u Nišu, Ekonomski fakultet, Srbija
45.	IZVEŠTAVANJE O PERFORMANSAMA UPRAVLJANJA OTPADOM U ZEMLJAMA EVROPSKE UNIJE	Jovana Milenović Ljiljana Bonić	Univerzitet u Nišu, Ekonomski fakultet, Srbija Univerzitet u Nišu, Ekonomski fakultet, Srbija
46.	DIGITALNA TRANSFORMACIJA OSIGURANJA PRIMENOM VEŠTAČKE INTELIGENCIJE I VELIKIH PODATAKA: GLAVNI ISTRAŽIVAČKI PRAVCI	Jovica Stanković Slavoljub Milovanović Jelena Z. Stanković	Univerzitet u Nišu, Ekonomski fakultet, Srbija Univerzitet u Nišu, Ekonomski fakultet, Srbija Univerzitet u Nišu, Ekonomski fakultet, Srbija



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