

***XXI International May Conference on
Strategic Management (IMCSM25)
&
International Student Symposium on
Strategic Management***

Friday, 30 May 2025
Hotel "Jezero", Bor Lake, Serbia

SCHEDULE OF EVENTS

08:00 – 09:00 Participants registration

09:00 – 09:30 *(Main Room)*

**IMCSM25 Official opening
and donors' presentation**

09:30 – 11:45 *(Main Room)*

PLENARY SESSION

11:45 – 12:00 *Coffee break*

12:00 – 14:00 PAPER PRESENTATION

(Main Room) Oral & online IMCSM presentation

(Room A) Workshop: *Identifying the priorities in
education of climate change economics
as a REACCTion to the business needs*

(Room B) Online IMCSM presentation

14:00 – 15:00 *Lunch break*

15:00 – 16:45 PAPER PRESENTATION

(Main Room) Oral & online IMCSM presentation

(Room A) Online Student Symposium presentation

(Room B) Online IMCSM presentation

(Main hall) Poster presentation

16:45 – 17:00 *Coffee break*

17:00 – 19:00 PAPER PRESENTATION

(Main Room) Oral & online IMCSM presentation

(Room A) Online IMCSM presentation

(Room B) Online IMCSM presentation

19:00 IMCSM25 Conference official closing

**** All sections are streamed live via Zoom links.***

09:30 – 11:45 (Main Room)

[Stream live](#)

PLENARY SESSION

Session chairman:

Prof. dr Aleksandra Fedajev

Technical Faculty in Bor, University of Belgrade, Serbia

Željko Stević, Eldina Huskanović

*University of East Sarajevo,
Faculty of Transport and Traffic Engineering,
Bosnia and Herzegovina*

MANAGEMENT OF LAST-MILE DELIVERY
THROUGH THE SELECTION OF LOCATIONS
FOR PARCEL LOCKERS

Jozef Glova

*Technical university of Košice,
Faculty of Economics,
Slovakia*

STRATEGIC DECISION-MAKING: INVESTING
IN R&D OR ACQUIRING INTANGIBLE
ASSETS? AN EMPIRICAL ANALYSIS OF
PUBLICLY TRADED COMPANIES

Bogdan Dima, Ștefana Maria Dima

*West University of Timișoara,
Faculty of Economics and Business Administration,
Romania*

THE IMPACT OF EXOGENOUS SHOCKS ON
CAPITAL MARKETS

Sanela Arsić

*University of Belgrade,
Technical Faculty in Bor,
Serbia*

E-COMMERCE IN THE DIGITAL AGE:
EMPIRICAL EVIDENCE FROM SERBIA

11:45 – 12:00 Coffee break

12:00 – 14:00 (Main Room) [Stream live](#)
ORAL & ONLINE IMCSM PRESENTATION

Session chairmen:

Prof. dr Željko Stević, *University of East Sarajevo,
Faculty of Transport and Traffic Engineering, B&H*

Prof. dr Đorđe Nikolić, *University of Belgrade,
Technical Faculty in Bor, Serbia*

Invited speaker (online) – Ștefana Maria Dima,
Bogdan Dima, Ciprian Preda

1. THE MIXED IMPACT OF ‘SHADOW ECONOMY’ ON
ECONOMIC DEVELOPMENT

Invited speaker – Maja Glogovac

2. RELATION OF QMS VISION AND STRATEGY AND
BALANCED SCORECARDS ACHIEVEMENTS OF HEIs IN
INDUSTRY 5.0 ENVIRONMENT

Vladimir Petkovski, Irina Piperkova,

Elizabeta Djambaska, Aleksandra Lozanoska

3. BRIDGING THE ESG AWARENESS GAP:
CHALLENGES AND OPPORTUNITIES FOR SMEs
IN NORTH MACEDONIA

Mario Carrassi, Anna Argese,

Teresa D’Andrea, Tomasz Ingram

4. SustainAbility: WHEN CAPITAL LETTER MATTERS

Aleksandra Radić, Sanela Arsić, Đorđe Nikolić,

Samo Bobek, Simona Sternad Zabukovšek

5. EVALUATION OF FACTORS INFLUENCING THE
USAGE OF ERP SYSTEMS: FINDINGS FROM PLS-SEM
AND FSQCA

Desislava Yosifova, Magdalena Petrova-Kirova

6. ESG REPORTING IMPLICATIONS FOR ROAD
CARRIERS’ FINANCIAL OUTCOMES

Nedeljka Živković, Maja Glogovac, Isidora Milošević

7. IDENTIFICATION OF FACTORS FOR ANALYSIS AND
EVALUATION OF HEIS PERFORMANCE

Petra Grošelj, Gregor Dolinar

8. A COMPARATIVE ANALYSIS OF MCDM METHODS
BASED ON PAIRWISE COMPARISON:
AHP, BWM AND FUCOM *(online)*

Marina Sheresheva, **Ekaterina Yudina**, Daniel Pavlov

9. CREATING CUSTOMER VALUE IN PRIVATE
MEDICAL CLINICS BASED ON AN OMNICHANNEL
INTERACTION SYSTEM *(online)*

Siniša Urumović, Nikola Simić

10. IMPLEMENTATION OF THE NEW INFORMATION
SYSTEM FOR FINANCIAL MANAGEMENT (ERP
SYSTEM) AT ŽRS A.D. DOBOJ

14:00 – 15:00 **Lunch break**

12:00 – 14:00 (*Room A*)

WORKSHOP:

**“IDENTIFYING THE PRIORITIES IN
EDUCATION OF CLIMATE CHANGE
ECONOMICS AS A REACCTION TO THE
BUSINESS NEEDS”**

Jozef Glova, Mario Carrassi,
Milica Veličković, Aleksandra Fedajev

Session dedicated to dissemination of the RECCT
(Reflecting Economics And Climate Change in
Teaching) project funded by the
Erasmus+ 2023-1-IS01-KA220-HED-000159052

14:00 – 15:00 *Lunch break*

12:00 – 14:00 (Room B) [Stream live](#)
ONLINE IMCSM PRESENTATION

Session chairman: Prof. dr Sanela Arsić
University of Belgrade, Technical Faculty in Bor, Serbia

Vesna Spasojević Brkić, Mirjana Misita, Ivan Mihajlović,
Katarina Dimić Misić, **Martina Perišić**,
Nemanja Janev, Aleksandar Brkić

1. WHOLE-BODY VIBRATION MEASUREMENT AT THE
MINING MACHINERY OPERATOR'S
WORKPLACE IN SMES

Fatma Jaupi, **Anisa Kume**, Daniel Pavlov

2. TRENDS AND DETERMINANTS OF STUDENTS'
ENTREPRENEURSHIP INTEREST AND CAREER
ASPIRATIONS ABROAD: A COMPARATIVE STUDY OF
ALBANIA AND BULGARIA

Damir Ilić, Vladimir Tomašević, Tatjana Ilić-Kosanović

3. HAPS BETWEEN KESSLER SYNDROME, BENEFITS
FOR HUMANITY, AND TECHNOLOGICAL
CHALLENGES

Damir Ilić, Vladimir Tomašević, Tatjana Ilić-Kosanović

4. HIGH-ALTITUDE PLATFORM SYSTEMS:
PERSPECTIVES ON CURRENT AND FUTURE
TECHNOLOGICAL DEVELOPMENTS

Issam Bahnini, Sanae Benjeloun

5. DESIGNING THE SKANDIA NAVIGATOR TO
MANAGE INTANGIBLE CAPITAL: WHAT RELEVANCE
FOR MOROCCAN INDUSTRIAL COMPANIES?

Marina Sheresheva, **Daria Golub**, Daniel Pavlov

6. COSMETIC BRANDS PERCEPTION BY GENERATION
Z THROUGH THE PRISM OF CONSCIOUS
CONSUMPTION

Sllavka Kurti, **Katerina Vasili**, Vasilika Kume

7. REFRAMING PERFORMANCE APPRAISAL THROUGH
EMPLOYEE PERCEPTIONS: INSIGHTS FROM THE
ALBANIAN BANKING SECTOR

Ariola Harizi, Denada Liça, Silvana Gashi

8. MADE IN ALBANIA FOR THE WORLD: A STUDY OF
EXPORT STRATEGIES AND MARKET CHALLENGES

Jelena Ruso, Ana Rakić, **Sara Dimitrijević**, Isidora Milošević

9. ANALYSIS OF TRAINING NEEDS OF PROFESSIONAL
DEVELOPMENT OF SENIOR CIVIL SERVANTS IN THE
REPUBLIC OF SERBIA

Valters Kaže

10. REVEALING HIDDEN LABOUR MARKET INSIGHTS:
DEPLOYING A MACHINE LEARNING SOLUTION TO
EXPLAIN SKILLS GAPS

14:00 – 15:00 **Lunch break**

15:00 – 16:45 (Main Room) [Stream live](#)
ORAL & ONLINE IMCSM PRESENTATION

Session chairmen:

Prof. dr Mario Carrassi, *Università degli studi di Bari, Italia*

Prof. dr Jozef Glova, *Technical university of Košice,
Faculty of Economics, Slovakia*

Prof. dr Milica Veličković, *University of Belgrade,
Technical Faculty in Bor, Serbia*

*Invited speaker (online) – Laura Raisa Miloş,
Benaissa Chidmi, Marius Cristian Miloş*

1. BREAKING BARRIERS: THE IMPACT OF FEMALE BOARD MEMBERS ON PHARMACEUTICAL FIRM INNOVATION, PERFORMANCE AND RISK-TAKING

*Invited speaker – Mohsen Jamshidi,
Dejan Bogdanović, Hesam Dehghani*

2. RANKING OF THE MOST IMPORTANT GROUPS OF CRITERIA FOR THE SELECTION OF THE UNDERGROUND MINING METHOD FOR COAL DEPOSITS

Veselin Grozdanov

3. INTELLIGENT TRANSPORT SYSTEMS AS A TOOL FOR SPEEDING PREVENTION

Sanela Golubović Corcione, *Milica Veličković,
Aleksandra Fedajev, Jelena Ružić*

4. DO KNOWLEDGE MANAGEMENT AND GREEN INNOVATION CONTRIBUTE TO THE GREEN TRANSITION IN SERBIAN ENTERPRISES?

Katarzyna Mielowska, Tomasz Ingram, Mario Carrassi

5. THE CONDITIONAL NATURE OF GOSSIP: EXPLORING PSYCHOLOGICAL AND RELATIONAL PATHWAYS WITH FSQA

Daniel Pavlov, *Silvia Puiu, Milica Veličković*

6. A COMPARATIVE STUDY ON STUDENT INTENTIONS IN BULGARIA, ROMANIA AND SERBIA TO START FAMILY BUSINESSES

Marina Nedeljković

7. WOMEN'S RURAL ENTREPRENEURSHIP – AN INTEGRATED APPROACH TO THE GENDER DIMENSION

Jacob Cornelis Bazen, *Florin Sebastian Duma*

8. BLENDED, BRIEF, BUT IMPACTFUL? EVALUATING THE EFFECTIVENESS OF ERASMUS+ BLENDED INTENSIVE PROGRAMS *(online)*

Loise Oburu, *Joseph Onyango, Ann Ndirangu*

9. SOCIAL RESOURCE ORCHESTRATION AND GROWTH OF SMALL AND MEDIUM ENTERPRISES: A SYSTEMATIC REVIEW *(online)*

16:45 – 17:00 *Coffee break*

15:00 – 16:45 (Room A) [Stream live](#)
ONLINE STUDENT PAPERS PRESENTATIONS

Chairmen: **Msc. Aleksandra Radić, Msc. Lidija Krstić**
University of Belgrade, Technical Faculty in Bor, Serbia

[Maria-Emilia Dinculeană](#)

1. STRATEGIC CRISIS MANAGEMENT IN 2025: BUILDING ECONOMIC RESILIENCE IN A VOLATILE WORLD

[Marijana Koceva, Jamina Žnidaršič, Borut Werber](#)

2. TEAM FORMATION METHODS COMPARED: BELBIN'S ROLES AND CHATGPT'S SUGGESTIONS

[Elina Syungerova](#)

3. RISKS IN FAMILY BUSINESSES IN BULGARIA - THE CASE OF STAPKA LTD

[Saloni Kumari, Jagrati Asija](#)

4. EXPLORING THE ROLE OF ETHICAL LEADERSHIP IN EMOTIONAL LABOR: A CROSS-CULTURAL PERSPECTIVE WITH A FOCUS ON INDIAN WORKPLACES

[Livia Dombrowschi](#)

5. THE IMPACT OF INTERNATIONAL ORGANIZATIONS AND INSTITUTIONS ON DEVELOPING COUNTRIES

[Lucas Sampaio Motta, João Pedro Passos, Selma Oliveira](#)

6. DIGITAL PLATFORM FOR SHARING RESOURCES ORIENTED TOWARDS THE DEVELOPMENT OF INNOVATION IN DEEPTech STARTUPS

[Lucas Sampaio Motta, João Pedro Passos, Selma Oliveira](#)

7. A SYSTEMATIC REVIEW OF RESEARCH ON DIGITAL PLATFORMS - DEEPTech INNOVATION: BROADENING OUR HORIZONS

[Eleonora Marinova](#)

8. RISK MANAGEMENT THROUGH SAFETY STANDARDS FOR TOURISM EVENTS IN BULGARIA: THE CASE OF VIDIN DISTRICT

[Ivana Milanović, Rastko Ajtić, Filip Popović,](#)

[Glorija Ćirković, Tanja Trakić](#)

9. ECOTOXICOLOGICAL EFFECTS OF MICROPLASTICS IN FOOD CHAINS (EISENIA FETIDA AND PELOPHYLLAX KL. ESCULENTUS)

[Batuhan Serdar, Abdurrahman Yunus Öztürk,](#)

[Damla Can, Ali Şengün, Mukadder Manav](#)

10. MACHINE LEARNING AND DEEP LEARNING BASED METHODS AS SOLUTION APPROACH FOR JOB ASSIGNMENT PROBLEM

[Adeniyi Kolawole Ojo, Ugwu Kelechi Enyinna,](#)

[Nwokedi Theophilus Chinonyerem](#)

11. EVALUATING RISK MANAGEMENT FRAMEWORKS IN MEETING REGULATORY STANDARDS: A CASE STUDY OF INFRASTRUCTURE PROJECTS IN NIGERIA

[Sara Tešanović, Marko Mišić](#)

12. THE ROLE AND SIGNIFICANCE OF SMART SOLUTIONS IN THE DEVELOPMENT OF REGIONS THE PERSPECTIVE OF LJUBLJANA AS A SMART CITY

[Lidija Krstić](#)

13. EXPERT FORECASTING OF TECHNOLOGIES: THE DELFI METHOD

16:45 – 17:00 *Coffee break*

15:00 – 16:45 (Room B) [Stream live](#)
ONLINE IMCSM PRESENTATION

Session chairman: **Msc. Adrijana Jevtić Tomić**
University of Belgrade, Technical Faculty in Bor, Serbia

[Patryk Kowalski](#)

1. THE PRINCIPLE OF SUSTAINABLE DEVELOPMENT IN
POLISH TAX SYSTEM

[Miloš Dimitrijević, Miloš Nikolić](#)

2. STRATEGIC STRUCTURING OF HUMAN RESOURCE
MANAGEMENT THROUGH THE INTEGRATION OF
INNOVATIONS

[Lachi Cristina](#)

3. OVERTOURISM AND SUSTAINABLE TOURISM

[Dimitrije Soleša, Radovan Vladislavljević, Svetlana Marković](#)

4. THE USE OF SMART CONTRACTS TO PRESERVE THE
INTEGRITY OF COLD SUPPLY CHAINS

[Deimilė Prapiestytė](#)

5. ENVIRONMENTAL ASPECTS IN THE CASE-LAW OF THE
COURT OF JUSTICE OF THE EUROPEAN UNION UNDER
ARTICLE 260(2) TFEU

[Evaldas Raistenskis, Ligita Gasoarėnienė, Rita Remeikienė](#)

6. ASPECTS OF LEGAL REGULATION OF CO₂ EMISSIONS
INTO THE ATMOSPHERE: A EUROPEAN UNION
PERSPECTIVE

[Remigijus Merkevičius](#)

7. THE SIGNIFICANCE OF THE COURT OF JUSTICE OF THE
EUROPEAN UNION JUDGMENT OF 30 APRIL 2024 IN CASE
C-670/22 (“ENCROCHAT”) FOR THE ADMISSIBILITY OF
EVIDENCE IN CRIMINAL PROCEEDINGS

[Rita Remeikienė, Rusnė Katerina Jančaitytė, Beatričė Rūškienė](#)

8. THE RELATIONSHIP BETWEEN BURNOUT AND
MENTAL WELL-BEING OF OLDER
PEOPLE

[Rita Remeikienė, Beatričė Rūškienė](#)

9. HOW NEWCOMERS INFLUENCE GROUP
MICROCLIMATE?

[Orlin Kolev](#)

10. ALTERNATIVE INVESTMENTS AS A CAPITAL
MANAGEMENT TOOL

[Slavica Stevanović, Sandra Vasković](#)

11. APPLYING DIFFERENTIATION IN BUSINESS ENGLISH
EFL CLASSROOMS: A STRATEGIC APPROACH TO
ENHANCING LANGUAGE ACQUISITION AND
PROFESSIONAL READINESS

[Slobodan Radosavljević](#)

12. INDUSTRY 5.0 IN THE NEW GLOBAL
CIRCUMSTANCES OF MINING
WITH RISK MAPPING

13. ENERGY TRANSITION, ENERGY STRATEGIES,
GLOBAL ENERGY SECURITY AND POTENTIAL RISKS

16:45 – 17:00 *Coffee break*

15:00 – 16:45 (Main Hall)
POSTER PRESENTATIONS

Katerina Bojkovska

1. EMPOWERING CONSUMERS IN THE CIRCULAR ECONOMY: STRATEGIES FOR SUSTAINABLE AGRI-FOOD SYSTEMS IN THE REPUBLIC OF NORTH MACEDONIA

**Miriam Pekarcikova, Peter Trebuna,
Jana Kronova, Marek Kliment**

2. INTEGRATED PLANNING OF LOGISTICS PROCESSES IN THE FIELD OF WAREHOUSING WITH SIMULATION SUPPORT

Marija Jonović, Lidija Barjaktarović

3. STRENGTHENING STRATEGIC AND FINANCIAL STABILITY IN SCIENTIFIC INSTITUTES WITH IMPLEMENTATION OF STRATEGIC RISK MANAGEMENT

Péter Szikora

4. AUTONOMOUS SYSTEMS ON THE BATTLEFIELD: THE MILITARY POTENTIAL AND RISKS OF SELF-DRIVING VEHICLES

Anđelka Stojanović, Milica Veličković, Sanela Arsić

5. THE ROLE OF DIGITIZATION IN SHAPING THE WORKING FUTURE OF OLDER EMPLOYEES IN SERBIA

Aleksandra Radić, Nenad Milijić

6. CONFLICT MANAGEMENT STYLES IN PROJECT-BASED ORGANISATIONS: RELATION TO DEMOGRAPHIC FACTORS

Jelena Ružić, Ivana Janković, Sanela Golubović Corcione

7. STRATEGIC MANAGEMENT AND CAPITAL BUDGETING

Predrag Đorđević, Anđelka Stojanović, Ivica Nikolić

8. EVALUATING TRANSATLANTIC CRUISE SERVICE QUALITY: AN INTEGRATED SERVQUAL AND IPA APPROACH

Danijela Voza, Zorana Janković, Milovan Vuković

9. COMMUNICATION SATISFACTION AS A PREDICTOR OF ORGANIZATIONAL COMMITMENT

Marija Panić

10. ECOLOGICAL DEBT RISK – HAVE WE ALREADY SPENT OUR RESOURCES FOR 2025?

**Aleksandra Fedajev, Petar Mitić,
Aleksandar Zdravković, Gabrijela Popović**

11. DETERMINANTS OF CO₂ EMISSIONS IN CENTRAL AND EASTERN EUROPE: AN EMPIRICAL PANEL DATA ANALYSIS

Adrijana Jevtić Tomić, Dejan Riznić

12. PRICE AND VOLUME DYNAMICS: A CORRELATION ANALYSIS OF MAJOR OIL COMPANIES

16:45 – 17:00 Coffee break

17:00 – 19:00 (Main Room) [Stream live](#)
ORAL & ONLINE IMCSM PRESENTATION

Session chairmen:

Prof. dr Daniel Pavlov, University of Ruse “Angel Kanchev”,
Bulgaria

Prof. dr Danijela Voza, University of Belgrade,
Technical Faculty in Bor, Serbia

Jelena Ružić, Sanela Golubović Corcione,
Ivan Jovanović

1. IMPLEMENTATION OF ARTIFICIAL INTELLIGENCE
IN PROJECT-ORIENTED ORGANIZATIONS: A
COMPARATIVE ANALYSIS OF SERBIA
AND THE REGION

Gail Motlhaudi

2. ENTREPRENEURIAL STUDENT LEADERS’
PERSPECTIVE: THE ROLE OF ENTREPRENEURSHIP
INITIATIVES ON THE ENTREPRENEURIAL INTENTION
OF UNIVERSITY STUDENTS

Zorana Janković, Snežana Urošević

3. THE ROLE OF MANAGERS IN OPTIMIZING
BUSINESS PROCESSES IN THE IT INDUSTRY

Kamil Turčan, Ivana Butoracová Šindleryová

4. APPLICATION OF INNOVATIVE SOLUTIONS IN
LOCAL GOVERNMENT IN CENTRAL EUROPEAN
COUNTRY *(online)*

Amit Vujic, Vladimir Tomasevic,
Vladica Ristic, Marija Maksin

5. DYNAMIC TRAFFIC LANES STRATEGY
MANAGEMENT IN SMART CITY

Snežana Sando

6. SUSTAINABILITY PROBLEM SOLVING IN THE
MINING INDUSTRY: RISK ASSESSMENT APPROACH

Rimante Hopeniene, Ugne Kuzavaite

7. IMMERSIVE SHOPPING EXPERIENCES: ASSESSING
THE INFLUENCE OF AUGMENTED REALITY ON
CONSUMER VALUE AND PURCHASE INTENTION
(online)

Jovan Momirski

8. A COMPARISON OF DIFFERENT LEADERSHIP
APPROACHES IN THE HOTELS INDUSTRY AND THEIR
IMPACT ON EMPLOYEE PERFORMANCE

Nataša Pejić

9. INNOVATION MODELING TRAFFIC AND
TRANSPORT

Ivica Nikolić, **Lidija Krstić**,
Anđelka Stojanović, Denis Stojkanović

10. ANALYSIS OF INNOVATION IN BRICS COUNTRIES

19:00 IMCSM25 Conference official closing

17:00 – 19:00 (Room A) [Stream live](#)
ONLINE IMCSM PRESENTATION

Session chairman: Msc. Aleksandra Radić
University of Belgrade, Technical Faculty in Bor, Serbia

Grisilda Miftari, Luis Miguel López-Bonilla,
Jesus Manuel López-Bonilla

1. STRATEGIC TRANSFORMATION IN E-COMMERCE:
SOCIAL COMMERCE FOR SUSTAINABLE INNOVATION

Safae Sissah, Hmioui Aziz

2. THE IMPACT OF PROCESS AUTOMATION ON
MANAGEMENT CONTROL AND THE PERFORMANCE
OF TOURISM COMPANIES: A BIBLIOMETRIC
ANALYSIS

Ligita Gaspareniene, Ilona Michailovič, **Rita Remeikienė**

3. VIOLENCE AGAINST WOMEN WITHIN THE
CONTEXT OF DOMESTIC ABUSE IN BALTIC
STATES AND ITS IMPACT ON LABOUR MARKET

Ligita Gasparėnienė, **Rita Remeikienė**

4. THE IMPACT OF THE CIRCULAR ECONOMY ON AN
INDIVIDUAL'S QUALITY OF LIFE: A
EUROPEAN UNION PERSPECTIVE

Krzysztof Drachal, Joanna Jędrzejewska

5. FORECASTING THE GLOBAL PRICE INDEX OF COMMODITIES
WITH A LARGE NUMBER OF PREDICTORS

Diana Daskevici, Aurelija Burinskiene

6. ALIGNING DIGITAL TRANSFORMATION WITH
STRATEGIC MANAGEMENT IN LOGISTICS

Edita Lenkauskaite, Caio Cesar Souza

7. THE BUREAUCRATIC GRIP OF EUROPEAN
UNIVERSITY ALLIANCES

Tamara Verežan, Zrinka Fišer,
Nataša Papić-Blagojević, Ivana Jošanov-Vrgović

8. LANGUAGE LEARNING MOTIVATION AS A
REFLECTION OF PERSONAL POTENTIAL: THE ROLE
OF EU ATTITUDES, ACTIVE CITIZENSHIP,
EMPLOYABILITY, AND INFORMEDNESS

Sadiya Firdose R Z, Laxmana Rao Goranta

9. THE IMPACT OF FINTECH INNOVATION AND
BANKING EFFICIENCY ON CUSTOMER LOYALTY:
INVESTIGATING THE MEDIATING ROLE OF
CUSTOMER TRUST

Jovan Zlatanovic, Ivana Milosevic, Mirko Milosevic
10. EFFECTIVE ELIMINATION OF NETWORK FAILURES
IN BROADCAST SYSTEM

Halima Onalla Ali, Sakina Almakhzoum, Dušan Regodic,
Velimir Dedić, Maja Andjelkovic

11. ENCRYPTION AND INFORMATION

19:00 IMCSM25 Conference official closing

17:00 – 19:00 (Room B) [Stream live](#)
ONLINE IMCSM PRESENTATION

Session chairman: **Msc. Adrijana Jevtić Tomić**
University of Belgrade, Technical Faculty in Bor, Serbia

Mario Carrassi, **Anna Argese**,
Teresa D'Andrea, Tomasz Ingram

1. DESIGN THINKING AS A CREATIVE APPROACH TO
SUSTAINABILITY

Ljiljana Brašanac-Bosanac, Aleksandar Valjarević,
Uroš Durlević, Milorad Šolević, Tatjana Ćirković-Mitrović

2. INNOVATIVE APPROACHES TO FOREST
MANAGEMENT IN THE CONTEXT OF THE
SUSTAINABLE DEVELOPMENT GOALS

Didi Abdi, Aziz Hamioui

3. THE IMPACT OF ARTIFICIAL INTELLIGENCE ON
SUPPLY CHAIN MANAGEMENT IN MOROCCO

Stefan Ugrinov, Dragan Čočkalović, Mihalj Bakator,
Mila Kavalić, Verica Gluvakov

4. INTEGRATING ENVIRONMENTAL MANAGEMENT
INTO SUPPLY CHAIN STRATEGIES

Hilderlith Amimo-Ogutu, Fred Walumbwa,
Vincent Ogutu, Simon Ndiritu

5. THE MODERATING EFFECT OF STAKEHOLDERS'
INFLUENCE ON THE RELATIONSHIP BETWEEN
SUCCESSION MANAGEMENT AND HUMAN RESOURCE
OUTCOMES IN PRIVATE UNIVERSITIES, KENYA

Aleksandra Kovačević, **Aleksandar Jankulović**

6. DIGITAL READINESS LEVEL (DLR) AND
TECHNOLOGY ORGANIZATION ENVIRONMENT (TOE)
METHODOLOGY IMPLEMENTATION ON SME-S
INDUSTRY 4.0 IMPLEMENTATION

Kenneth Jerry Onyango, Nathaniel Boso, Hellen Otieno

7. EXAMINING USE OF UNCONDITIONAL CASH
TRANSFERS TO ENCOURAGE ENTREPRENEURSHIP
EMANCIPATION: A SYSTEMATIC LITERATURE AND
RESEARCH AGENDA

Ankica Borota-Tišma, **Draga Tišma**

8. OPTIMIZATION OF SALES CHANNELS THROUGH AI-
DRIVEN CRM: SMART DATA ANALYSIS FOR BETTER
RETAIL MANAGEMENT

Amel Kamel Abdulmalik

9. THE IMPACT OF ECONOMIC VARIABLES ON
ATTRACTING FOREIGN DIRECT INVESTMENT IN
LIBYA: AN ANALYTICAL STUDY OF THE PERIODS
"1997–2010, 2011–2017, AND 2018–2024"

Ivana Miklošević

10. DIGITALIZATION THROUGH E-INVOICES IN MICRO
AND SMALL ENTERPRISES – CROATIAN
EXPERIENCES

19:00 IMCSM25 Conference official closing