

ICES 2024

INTERNATIONAL CONFERENCE OF THE SCHOOL  
OF ECONOMICS AND BUSINESS IN SARAJEVO

UNIVERSITY OF SARAJEVO



School of Economics  
and Business

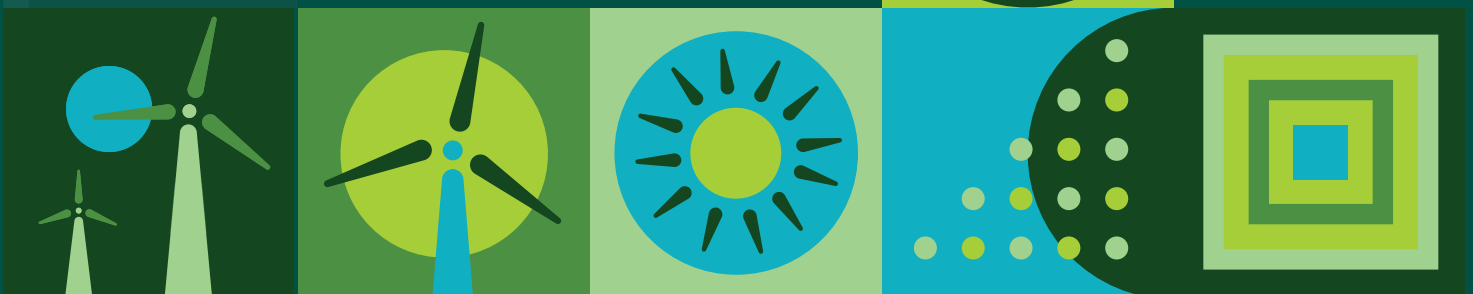
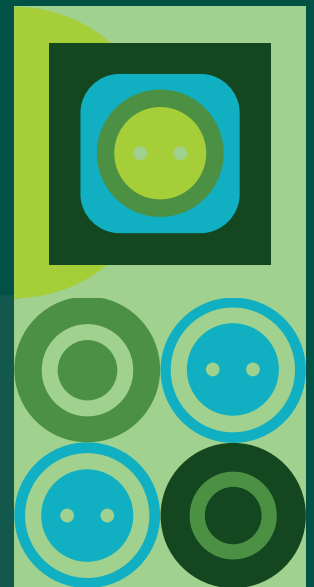
# A G E N D A

Future Horizons:

# NAVIGATING SUSTAINABILITY AND FUTURE ECONOMIC CHALLENGES

October 17 - 18, 2024

University of Sarajevo -  
School of Economics and Business



# ICES2024

## FUTURE HORIZONS: NAVIGATING SUSTAINABILITY AND FUTURE ECONOMIC CHALLENGES

17th – 18th October 2024, University of Sarajevo - School of Economics and Business Sarajevo (SEBS)  
Venue: SEBS's Main Building, Trg oslobođenja - Alija Izetbegovic 1, Sarajevo

### 17<sup>th</sup> October 2024

09:30 - 10:00 REGISTRATION

10:00 - 10:15 OPENING SPEECHES

- **Professor Meliha Basic**, the Dean of SEBS
- **Professor Amila Pilav-Velic**, the Vice Dean for Scientific Research and Projects, SEBS

10:15 - 11:00 KEYNOTE SPEAKERS

- **Professor Wim Vanhaverbeke**, Antwerp Management School, Belgium, editor-in-chief of Technovation
- **Professor Slavo Radosevic**, University College London, UK

11:00 - 11:30 COFFEE BREAK



11:30 - 12:15 PANEL DISCUSSION: "Meet the Editors"

Moderator: Professor Amila Pilav-Velic

- **Professor Marina Dabic**, Faculty of Economics & Business, University of Zagreb, Editor in Chief Technology in Society, Associate Editor Technological Forecasting and Social Change; Senior Editor IEEE-TEM Guest editor - R&D management
- **Professor Adnan Efendic**, University of Sarajevo – School of Economics and Business, editor-in-chief of the South East European Journal of Economics and Business, a WoS-indexed regional journal

12:15 – 13:30 LUNCH



**13:30-15:30 Parallel sessions/presentations of accepted abstracts**

## **SESSION 1 – The Future of Marketing: How New Technologies are Shaping Consumer Behaviour**

**(Room: E-net Center, Grand Hall, 3rd floor)**

- *The impact of AI and Emerging Tehnologies on marketing strategies (Kralj, S.)*
- *Systematic literature review on environmental consciousness in marketing literature (Arnaut Smajlovic, M. & Maric, E.)*
- *Sustainable consumption behavior among generation Z in Croatia: understanding actions and attitudes in the context of global ecological challenges (Sarajlic, H., Kondic, L. & Lincender, A.)*
- *Navigating digital trust: gen Z's perceptions of brand and user-generated content (Zerem, Dz., Husomanovic, H. & Husic Mehmedovic, M.)*
- *Latent factors influencing consumer attitudes towards AI: an exploratory factor analysis from a pilot study (Kolar, N. & Pisnik, A.)*
- *Exploring the sensory dimensions of NBA marketing: a survey-based approach (Rakusic Cvrtak, K., Borovac Zekan, S. & Bolanca, M.)*
- *Can you feel the luxe? Exploring consumer-brand relationships across traditional and neo-luxury brands (Cinjarevic, M., Alic, A. & Hasimovic, N.)*

## **SESSION 2 – Financial System and Accounting: Challenges and Opportunities**

**(Room: E-net Center, Small Hall, 3rd floor)**

- *Stability of the banking sector in Bulgaria during the Covid and post-Covid period (Kazandzhieva – Yordanova, I., Ralisnka, E. & Sarastov, Z.)*
- *Economy of well-being: analysis of the impact of excessive credit indebtedness on the reduction of the quality of life of the citizens of the Republic of Croatia (Vukovic, D. & Vlah Petohlep, K.)*
- *Navigate the maze: the conceptual framework of sustainability accounting (Petrova, P.)*
- *Investigating barriers to building inclusive financial systems in Southeast European countries (Kokorovic Jukan, M. & Zukic, V.)*
- *Financial control as a function of efficient financial management (Karalic, A. & Dzelilovic, E.)*
- *Going concern assessment: the challenges for accountants (Frljak, A., Isakovic Kaplan, S. & Demirovic, L.)*

### SESSION 3 – From Vision to Reality: Managing Organizations and Inspiring Employees (Room: MIT Center, 2nd floor)

- *How generation Z students value job attributes: a conjoint analysis (Sahinovic Hajric, B. & Kovacevic, J.)*
- *Firm size and economic policies with evidence from the economies of Estonia and Kosovo (Sahiti, F.)*
- *Digitally empowered: unveiling the impact of digital literacy on employee performance in emerging economies (Pilav-Velic, A., Jahic, H. & Kurta, A.)*
- *Developing solutions for the improvement of business processes in the Macedonian automotive industry (Mitрева, E., Todorova, P. & Kicara, Dz.)*
- *Goal setting in the early stages of entrepreneurship (Hristova, V. & Stoyanov, I.)*
- *Evolution of founding team profiles and the determinants of success as a start-up ecosystem develops and after the Covid-19 pandemic (Khan, H.)*
- *Can emotional intelligence of leaders reduce employees' resistance to organizational changes (Gutic Martincic, S. & Krakan, I.)*
- *Exploring the link between corporate sustainability, knowledge management and green innovation (Celik, L., Kapo, A., Mujkic, A. & Kacapor, K.)*
- *The role and status of women in management positions in contemporary organizations in Montenegro (Cucovic, A., Niksic Leskovci, F. & Nokic, S.)*
- *The impact of managerial coaching on organizational commitment in healthcare (Gluhovic, M., Kurtic, E. & Krso, M.)*

### SESSION 4 – Aligning with EU Policies: How Integration and Policies Shape Business Landscapes (Room: Classroom 5, 3rd floor)

- *Shadow economy during recent political crisis: survey evidence from Bulgaria (Boshnakov, V. & Goev, V.)*
- *Liquidity as a harbinger of profitability: a cross-regional study between EU and SEE countries (Malchev, B., Trpeska, M. & Dionisijev, I.)*
- *Assessing convergence criteria in Bosnia and Herzegovina: a path to EU membership (Jahic, H. & Huric, J.)*

**16:00 – 17:30 Meeting of the deans of public economic faculties from the Western Balkans**

**19:30 GALA DINNER (Hotel Europa, Vladislava Skarića 5)**



**18<sup>th</sup> October 2024**

**10:00 – 12:00 Parallel sessions/presentations of accepted abstracts**

**SESSION 1 – Navigating Economic Growth: The Impact of Demographics on Investment**

**(Room: E-net Center, Grand Hall, 3rd floor)**

- *Role of demographic changes in calculation of total factor productivity - evidence from Bosnia and Herzegovina (Hukic, D. & Hadzic, F.)*
- *Application of artificial intelligence in: gross domestic product, population and tourism for Federation of Bosnia and Herzegovina (Djapo, E. & Kremic, E.)*
- *To diversify or not: analysis of agricultural case studies from Bulgaria (Petrova, P., Hristova, V., Byanov, I. & Dimanov, D.)*
- *Evaluating research work through a system of impact indicators (Alexandrova, M.)*
- *Dynamics and financing of the strategic investments: an example of Slovenian companies (Bukvic, V.)*
- *Do the new Brazilian agreements on cooperation and facilitation of investment promote outward foreign direct investment (Bellak, C. & Leibrecht, M.)*
- *State authority and international business: analysis of political decisions and their consequences (Dzogovic, S. & Medunjanin, S.)*
- *The impact of credit ratings on foreign direct investment inflows: some evidence from Southeastern European transition economies (Cota, A. & Mehic, E.)*

**SESSION 2 – Unlocking Tourism Potential: New Markets and Experiences**

**(Room: E-net Center, Small Hall, 3rd floor)**

- *Geopark Biokovo - Imotski lakes: a tool for enhancing the tourism development of the Imotski region (Karamehmedovic, D. & Kolovrat, L.)*
- *A review of effective communication and resolution of conflicts in Kosovo's hotel industry (Sejfićaj, O., Skrijelj, H., Shehu, E. & Tahiri, A.)*
- *The impact of the Covid-19 pandemic on cultural tourism in the Republic of Kosovo (Arifovic, Z. & Skrijelj, H.)*
- *Attitudes of key stakeholders regarding LGBTQ+ tourism in Montenegro (Lacmanovic, D. & Raspor, A.)*



### SESSION 3 – Building Resilient Businesses with ESG Strategies

(Room: Classroom 5, 3rd floor)

- *Strategy of sustainability as a tool for positioning car manufacturers (Bajramovic, Dz., Becirovic, S. & Ujkanovic, E.)*
- *Ethical behavior of firms as a factor of global competitiveness (Pupovac, D.)*
- *ESG: challenges of new legal standards for sustainable business in the EU (Mahmutcehajic, F. & Silajdzic, V.)*
- *ESG risks in the BH banking industry: new opportunities or threats (Abdic, A., Rovcanin, A., Abdic, A. & Kanlic, F.)*

### SESSION 4 - Conflict, Post-conflict and Peace Economics

(Room: MIT Center, 2nd floor)

- *Uncertainty about the war in Ukraine: measurement and effects on the German economy (Grebe, M., Kandemir, S. & Tillmann, P.)*
- *Climate-related natural disasters and regional migration in Europe: a spatial econometric analysis (Braun, M. & Görts, J.)*
- *Oil, bloodshed and power (Najman B. & Zanko, Y.)*
- *The pernicious long-term effects of the war in Bosnia and Herzegovina and how looming threats of a new conflict impact economic decisions of younger generations (Muminovic, A.)*
- *Long-run effects of conflict on personal income inequality: evidence from Bosnia and Herzegovina (Efendic, A. & Kovac, D.)*

**12:00 – 14:00 COFFEE BREAK & NETWORKING**



**14:00 – 16:00 Seminar for doctoral students**

(Room: E-net Center, Small Hall, 3rd floor)

*"Research opportunities in the areas of investment agreements and market power of firms" Professor Christian Bellak, Wirtschaftsuniversität Wien*



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**BACHELOR**