



INTERNATIONAL SCIENTIFIC CONFERENCE CESGED 2026



CONFERENCE PROGRAM

"CHALLENGES OF MODERN ECONOMY AND SOCIETY THROUGH THE PRISM OF
GREEN ECONOMY AND SUSTAINABLE DEVELOPMENT" – CESGED 2026

April 23–26, 2026. Novi Sad, Republic of Serbia

Hotel Putnik - conference hall,
Novi Sad, Ilije Ognjanovića no. 24.

CHECKING IN PARTICIPANTS – THURSDAY, 23.04.2026
(17⁰⁰ - 19⁰⁰) - international participants

CHECKING IN PARTICIPANTS – FRIDAY, 24.04.2026
(10⁰⁰ - 11⁰⁰)

CEREMONIAL OPENING OF THE CONFERENCE - FRIDAY, 24.04.2026
(11⁰⁰ - 11²⁰)

11:00 – Welcome speech by the President of the Organizing Committee, **CESGED 2026**
11:10 **Branislav Dudić**, PhD, Associate Professor

11:10 – Welcome speech by the former rector of the University of Novi Sad, full professor at the Faculty of Agriculture
11:15 **Radovan Pejanović**, PhD, Full Professor

11:15– Welcome speech from the Vice-Dean for Quality and Development at the Faculty of Law for Commerce
11:20 and Judiciary in Novi Sad, Republic of Serbia
Sanja Škorić, PhD, Full Professor

PLENARY LECTURES
(11³⁰ – 13³⁰)

11:30 – **Velibor Spalević**, University of Montenegro, Biotechnical Faculty, Podgorica, Montenegro
11:45 *„Traditional Rural Landscape as a Carrier of Place Identity: Aesthetic Perception and Its Importance for Sustainable Land Management and the Preservation of Rural Space”*

11:45 – **Do Duc Trung, Branislav Dudić, Tran Van Dua, Duong Van Duc, Aleksandar Ašonja**, School of
12:00 Mechanical and Automotive Engineering, Hanoi University of Industry, Cau Dien, Bac Tu Liem, Hanoi,
Vietnam, Comenius University Bratislava, Faculty of Management Bratislava, Slovakia, University
Business Academy in Novi Sad, Faculty of Economics and Engineering Management in Novi Sad, Serbia
„Selection of solar panels using MCDM techniques”

12:00 – 12:15	Amalija Horvatić Novak, Biserka Runje, Branko Štrbac, Lovro Turkalj Oprema-strojevi Ludbreg, Croatia, University of Zagreb, Croatia, Faculty of mechanical engineering and naval architecture, Zagreb, Croatia, University of Novi Sad, Faculty of Technical Sciences, Novi Sad, Serbia, Aquachem d.o.o., Ivanić-Grad, Croatia <i>„AFM-based 3D surface metrology for sustainable decision-making”</i>
12:15 – 12:30	Jelena Lukić Nikolić , Modern Business School, Belgrade, Serbia <i>„Emergence of esg-driven jobs: workforce transformation for achieving the SDGs ”</i>
12:30 – 12:45	Vladimir Mirković, Marina Iliev Matić, Branislav Dudić , Association of Belgrade, Belgrade, Serbia, Economists Association of Belgrade, Belgrade, Serbia, Comenius University Bratislava, Faculty of Management Bratislava, Slovakia <i>„Challenges in designing an effective esg questionnaire within the sustainable framework”</i>
12:45 – 13:00	Saša Mladenović , CFO Karin Komerc MD doo., Certified Tax Advisor, Winner of the CFO of the Year Award, Serbia <i>„Humane management of people in conditions of accelerated digitization and automation”</i>
Discussion – Questions & Answers (13⁰⁰-13³⁰)	
LUNCH (13³⁰-14³⁰)	
PAPER SECTION 1 (conference hall) (14³⁰ - 16³⁰)	
Moderator:	Branislav Dudić
	Mirjana Radović-Marković University Business Academy in Novi Sad, Faculty of Economics and Engineering Management in Novi Sad, Serbia <i>„WOMEN'S EMPOWERMENT THROUGH THE GREEN INDUSTRY: DRIVING SUSTAINABILITY AND LEADERSHIP”</i>
	Jelena Mikić University Business Academy in Novi Sad, Faculty of Economics and Engineering Management in Novi Sad, Serbia <i>„THE IMPACT OF ARTIFICIAL INTELLIGENCE ON ORGANIZATIONAL RESILIENCE AND COMPETITIVENESS OF EUROPEAN ENTERPRISES”</i>
	Radovan Vladislavljević, Svetlana Marković, Miloš Roganović, Đorđe Vidicki University Business Academy in Novi Sad, Faculty of Economics and Engineering Management in Novi Sad, Serbia, Faculty of Law for Commerce and Judiciary in Novi Sad, Serbia, Faculty of Business Economics and Entrepreneurship, Serbia <i>„SMART CONTRACTS AS A TOOL FOR REDUCING TAX EVASION IN THE DIGITAL ECONOMY”</i>
	Bojan Jokić, Bojana Jokić, Jelena Šaranović, Sonja D. Radenković Academy of Vocational Studies Kosovo and Metohija, Serbia, Belgrade Banking Academy – Faculty of Banking, Insurance and Finance, Serbia <i>„GREEN DIGITAL TRANSFORMATION, DIGITAL MARKETING, AND INVESTMENT TRENDS IN SERBIA AND THE EUROPEAN UNION: A COMPARATIVE ANALYSIS OF ORGANIZATIONAL AND TECHNOLOGICAL DEVELOPMENT”</i>
	Bojana Jokić, Bojan Jokić, Jelena Šaranović, Sonja D. Radenković Academy of Vocational Studies Kosovo and Metohija, Serbia, Belgrade Banking Academy – Faculty of Banking, Insurance and Finance, Serbia <i>„ORGANIZATIONAL TRANSFORMATION, DIGITAL MARKETING, ARTIFICIAL INTELLIGENCE AND GREEN INVESTMENTS AS DETERMINANTS OF SUSTAINABLE AND COMPETITIVE DEVELOPMENT IN EUROPEAN UNION”</i>
	Radovan Vladislavljević, Predrag Stojković, Aleksandra Zlatić Tešić, Vladislav Kurtek University Business Academy in Novi Sad, Faculty of Economics and Engineering Management in Novi Sad, Serbia, Faculty of Law for Commerce and Judiciary in Novi Sad, Serbia, Retired bankruptcy court judge, Serbia <i>„INTEGRATING ARBITRATION INTO SMART CONTRACTS”</i>

Frédéric Delaneuville, Dasa Sinkarova

Comenius University Bratislava, Faculty of Management Bratislava, Slovakia
„EXPANSION OF THE CHINESE AUTOMOTIVE INDUSTRY IN EUROPE”

Eva Porázičková, Branislav Dudić, Jaroslav Vojtechovský, Vinko Burnać

Comenius University Bratislava, Faculty of Management Bratislava, Slovakia, Provincial Secretariat for Sports and Youth, Serbia

„LINKEDIN AS A STRATEGIC PLATFORM FOR CORPORATE BRANDS ONLINE”

Eleonora Beňová, Lukáš Galan

Comenius University Bratislava, Faculty of Management Bratislava, Slovakia

„ AUTOMATION OF DECISION-MAKING IN BANKING WITH AI AND PYTHON”

Branislav Dudić, Petra Milošovičová, Alexandra Mittelman, Lenka Procházková

Comenius University Bratislava, Faculty of Management Bratislava, Slovakia,

„ECONOMIC RELATIONS BETWEEN THE SLOVAK REPUBLIC AND THE KINGDOM OF THE NETHERLANDS”

Radivoj Prodanović, Tímea Juhász-Hallai, Slobodan Kojčić, Ziyad Amhimmid, Omer Mohamoud

University Business Academy in Novi Sad, Faculty of Economics and Engineering Management in Novi Sad, Serbia

„TECHNO-ECONOMIC ANALYSIS OF REGENERATIVE AGRICULTURE SYSTEMS IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT”

Peter Pšenák

Comenius University Bratislava, Faculty of Management Bratislava, Slovakia,

„ FINANCIAL RISK CALCULATION IN 2026”

Milena Šović

University Business Academy in Novi Sad, Faculty of Economics and Engineering Management in Novi Sad, Serbia

„PRINTED AND DIGITAL NEWSPAPERS: ENVIRONMENTAL TRADE-OFFS OF THE GLOBAL SHIFT TO ONLINE FORMATS”

Branislav Dudić, Alexandra Sekáčová, Alexandra Mittelman, Danijela Pantović, Danijela Pantović, Milica Luković, Isidora Milošević

Comenius University Bratislava, Faculty of Management Bratislava, Slovakia, Faculty of Hotel Management and Tourism Vrnjacka Banja, University of Kragujevac, Serbia

„THE GLOBAL HOTEL INDUSTRY AND ITS PARALLELS IN SLOVAKIA”

PAPER SECTION 2 (small hall)

(14³⁰ - 16³⁰)

Moderator: **Jelena Premović**

Miroslav Čavlin

University Business Academy in Novi Sad, Faculty of Economics and Engineering Management in Novi Sad, Serbia

„RETHINKING FINANCIAL DISTRESS IN A SUSTAINABILITY CONTEXT: FINANCIAL VITALITY AND THE KRAS FRAMEWORK”

Jelena Premović

University Business Academy in Novi Sad, Faculty of Economics and Engineering Management in Novi Sad, Serbia

„ECONOMIC SUSTAINABILITY IN THE LIGHT OF DEMOGRAPHIC CHALLENGES: STRATEGIES FOR THE FUTURE”

Vladimir Pejanović

University of Novi Sad, Faculty of Technical Sciences, Novi Sad, Serbia

„THE ENERGY CRISES AS A CAUSE OF THE AGRARIAN CRISIS”

Danica Golović, Jovana Gardašević, Maja Kovačević, Ivana Brkić

University Business Academy in Novi Sad, Faculty of Economics and Engineering Management in Novi Sad, Serbia

„TOURISM AND SUSTAINABLE DEVELOPMENT”

Valentina Tošić, Jovana Gardašević, Ivana Brkić, Maja Kovačević

University Business Academy in Novi Sad, Faculty of Economics and Engineering Management in Novi Sad, Serbia

„THE ROLE OF BUSINESS SKILLS IN ENHANCING THE COMPETITIVENESS AND PERFORMANCE OF FIRMS”

Danijela Parojčić

University Business Academy in Novi Sad, Faculty of Economics and Engineering Management in Novi Sad, Serbia

„GREEN COMPETENCIES OF EMPLOYEES AS A KEY ENABLER OF SUSTAINABLE ORGANIZATIONAL TRANSFORMATION”

Jelena Bekić, Jelena Vapa

University Business Academy in Novi Sad, Faculty of Economics and Engineering Management in Novi Sad, Serbia

„CHALLENGES OF MODERN ECONOMY AND SOCIETY THROUGH THE PRISM OF GREEN ECONOMY AND SUSTAINABLE DEVELOPMENT”

Valeriia Maljar, Paulína Mihaľová

Comenius University Bratislava, Faculty of Management Bratislava, Slovakia

„CURRENT CHALLENGES IN THE EUROPEAN AUTOMOTIVE INDUSTRY WITH A FOCUS ON THE SLOVAK REPUBLIC”

Branislav Dudić, Dijana Tadić Stanić, Milan Berić

Comenius University Bratislava, Faculty of Management Bratislava, Slovakia, University Business Academy in Novi Sad, Faculty of Economics and Engineering Management in Novi Sad, Serbia, University of Novi Sad, Technical Faculty "Mihajlo Pupin" Zrenjanin, Serbia,

„STRATEGIES FOR IMPROVING YOUTH PARTICIPATION IN AGRIBUSINESS”

Dijana Tadić Stanić, Branislav Dudić

University Business Academy in Novi Sad, Faculty of Economics and Engineering Management in Novi Sad, Serbia

„APPLICATION OF TRADITIONAL AND NEW QUALITY TOOLS IN THE CUSTOMER COMPLAINT HANDLING PROCESS: THE CASE OF THE REPUBLIC OF SERBIA”

Matej Dančo, Matúš Baráth

Comenius University Bratislava, Faculty of Management Bratislava, Slovakia

„ORGANIZATIONAL DRIVERS OF AI ADOPTION”

Vinko Burnać, Eva Porázičková

Provincial Secretariat for Sports and Youth, Serbia, Comenius University Bratislava, Faculty of Management Bratislava, Slovakia

„IMPACT OF MOBILE PHONES ON THE ENVIRONMENT: LIFE CYCLE ANALYSIS OF MOBILE PHONES”

Laura Hatoková, René Pawera

Comenius University Bratislava, Faculty of Management Bratislava, Slovakia

„MANAGERIAL ETIQUETTE AND BEHAVIOR AS A DETERMINANT OF SOCIAL PILLAR IN ESG PRINCIPLE”

PAUSE

(16³⁰ - 16⁴⁰)

PAPER SECTION 3 (conference hall)

(16⁴⁰ - 18⁰⁰)

Moderator: **Branislav Dudić**

Lívia Bott Domonkos, René Pawera

Comenius University Bratislava, Faculty of Management Bratislava, Slovakia,

„GREEN PUBLIC PROCUREMENT AS A DRIVER OF SUSTAINABLE INVESTMENTS IN THE EU”

Marija Perić, Bosiljka Srebro, Marko Pavlović

The Academy of Applied Studies Polytechnic Belgrade, Serbia

„SUSTAINABILITY AND ENVIRONMENTAL AWARENESS OF TOURISTS ON THE POSSIBILITIES AND PERSPECTIVES OF THE DEVELOPMENT OF TOURISM”

Jelena Vujadinović, Ljubivoje Radonjić

Institute of Economic Sciences Belgrade, Serbia

„THE ROLE OF BUSINESS INCUBATORS IN THE DEVELOPMENT OF STARTUPS IN THE REPUBLIC OF SERBIA”

Milan Zvezdanović, Katarina Stojanović

Academy of Applied Studies South Serbia, Leskovac Serbia,

University Business Academy in Novi Sad, Faculty of Economics and Engineering Management in Novi Sad, Serbia and Faculty of Contemporary Arts, Belgrade, Serbia

„GREENWASHING AS A CHALLENGE OF MODERN GREEN ECONOMY AND SUSTAINABLE DEVELOPMENT”

Petar Erić, Milan Zvezdanović, Katarina Stojanović, Andrea Ivanišević

International University Brčko District, Road Transport, Bosnia and Herzegovina,

Academy of Applied Studies South Serbia, Leskovac Serbia,

University Business Academy in Novi Sad, Faculty of Economics and Engineering Management in Novi Sad, Serbia and Faculty of Contemporary Arts, Belgrade, Serbia, University of Novi Sad, Faculty of Technical Sciences, Novi Sad, Serbia

„GREENWASHING AS A CHALLENGE OF MODERN GREEN ECONOMY AND SUSTAINABLE DEVELOPMENT”

Lukáš Veteška, Romana Gagačová

Comenius University Bratislava, Faculty of Management Bratislava, Slovakia

„CONSUMER RESPONSES TO FUEL PRICE CHANGES: EVIDENCE FROM SLOVAKIA”

Goran Boskovic, Goran Skataric

Free-lance consultant, Podgorica, Montenegro, National parks of Montenegro, Podgorica, Montenegro

„URBAN SPACE AND POPULATION DYNAMICS IN MONTENEGRO: A MIXED-METHOD ANALYSIS OF REGIONAL IMBALANCES AND DEVELOPMENT PRESSURES”

Milan Ječmenić, Marko Jovanović, Ratko Ivković

MB University, Faculty of Business and Law, Belgrade, Serbia, Department of Technical Science, State University of Novi Pazar, Novi Pazar, Serbia

„UNFAIR CONTRACTUAL CLAUSES RELATED TO DATA ACCESS AND THEIR USE BETWEEN UNDERTAKINGS IN THE CONTEXT OF ARTIFICIAL INTELLIGENCE”

Ratko Ivković, Petar Spalević, Milan Ječmenić

Department of Technical Science, State University of Novi Pazar, Novi Pazar, Serbia, University of Pristina in Kosovska Mitrovica, Serbia, Faculty of Technical Sciences, MB University, Faculty of Business and Law, Belgrad, Serbia

„C++26 AS A SYSTEMS PROGRAMMING SUBSTRATE FOR MODERN ARTIFICIAL INTELLIGENCE: FEATURES, INTEGRATION PATTERNS, AND THE ECONOMIC-LEGAL HORIZON UNDER THE EU AI ACT”

Tibor Fazekaš, Dragutin Jovanović, Marija Pavličević

University of Novi Sad, Faculty of Economics in Subotica, Subotica, Serbia, University Business Academy in Novi Sad, Faculty of Economics and Engineering Management in Novi Sad, Serbia

„LOGISTICS RESOURCES OF WASTE MATERIALS IN THE FUNCTION OF ENVIRONMENTAL PROTECTION”

Radovan Rosic

Zelenilo DOO Podgorica, Montenegro, Agromediterranean Faculty, University of Mostar, Bosnia and Herzegovina

„URBAN GREENERY AND SUSTAINABLE DEVELOPMENT: THE IMPORTANCE OF FLOWER BEDS AND GREEN AREAS IN PODGORICA”

Radovan Rosic

Zelenilo DOO Podgorica, Montenegro, Agromediterranean Faculty, University of Mostar, Bosnia and Herzegovina

„PODGORICA URBAN PARKS: USER-BASED ANALYSIS OF USE, QUALITY, AND SUSTAINABLE DEVELOPMENT POTENTIAL”

Goran Skataric, Goran Boskovic

National parks of Montenegro, Podgorica, Montenegro, Free-lance consultant, Podgorica, Montenegro

„RURAL DEPOPULATION AND POPULATION AGEING IN MONTENEGRO: CHALLENGES AND OPPORTUNITIES FOR SUSTAINABLE DEVELOPMENT”

**PAUSE
(16³⁰ - 16⁴⁰)**

PAPER SECTION 4 (small hall)
(16⁴⁰ - 18⁰⁰)

Moderator: **Jelena Premović**

Irena Aleksandrović, Miljana Rašić, Ljiljana Arsić

Faculty of Economics, University of Pristina with temporary headquarters in Kosovska Mitrovica

„ECONOMIC CHALLENGES OF MEASURING FINANCIAL PERFORMANCE IN CORPORATE ECONOMY: CHALLENGES AND IMPLICATIONS”

Miljana Rašić, Irena Aleksandrović, Ljiljana Arsić

Faculty of Economics, University of Pristina with temporary headquarters in Kosovska Mitrovica

„INTELLECTUAL CAPITAL AS A RESPONSE TO THE CHALLENGES OF THE GREEN ECONOMY”

Marko Pavlović

Academy of Applied Studies Polytechnic Belgrade, Serbia

„ADOPTION OF AI IN CUSTOMER SUPPORT: AN EMPIRICAL ANALYSIS OF USER BEHAVIOR, TRUST, AND SERVICE EFFICIENCY”

Violeta Miličević

Toplica Academy of Applied Studies - Department of Business Studies Blace, Serbia

„QUALITY OF EDUCATION IN THE DIGITAL AGE: THE ROLE OF ICT IN SERBIA AND THE EUROPEAN UNION”

Beata Jusková, Ludmila Mitková, Martina Chrančoková

Comenius University Bratislava, Faculty of Management Bratislava, Slovakia

„ESG IN RESEARCH PRACTICE: SELECTION OF INDICATORS FOR STATISTICAL COMPARISON”

Vincent Karovič, Marek Hlásny

Comenius University Bratislava, Faculty of Management, Slovakia,

„THE ROLE OF THE INTERNET OF THINGS AND ARTIFICIAL INTELLIGENCE IN ENABLING CIRCULAR ECONOMY”

Eleonora Beňová, Veronika Bilaninová

Comenius University Bratislava, Faculty of Management, Bratislava, Slovakia,

„TRANSFORMATION OF LABORATORY DIAGNOSTICS IN HEALTHCARE: THE IMPACT OF DIGITALIZATION AND ARTIFICIAL INTELLIGENCE ON PROCESS EFFICIENCY”

Gala dinner - hotel Vojvodina, Novi Sad, Trg Slobode broj 2.
(19⁰⁰ h)

SATURDAY 25.04.2026

Round Table: EU–Western Balkans: Green & Economic Integration

(12⁰⁰ – 13⁰⁰)

SATURDAY 25.04.2026

Closing of the official part of the Conference:

President of the Organizing Committee, **CESGED 2026**

Branislav Dudić, PhD, Associate Professor

(13⁰⁰ – 13¹⁵)

SATURDAY 25.04.2026

Integration Novi Sad sightseeing tour

(14⁰⁰ – 18⁰⁰)

SUNDAY 26.04.2026

departure of Conference participants
