



MICEB

Montenegrin International
Conference on Economics
& Business



The 2nd Montenegrin International Conference on Economics & Business

SHAPING SUSTAINABLE ECONOMIES: THE ROAD TO **EU** MEMBERSHIP

Official Conference Brochure
CONFERENCE PROGRAM

29th – 31st May, 2025
Budva, Montenegro

AVALA
Resort & Villas

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 **ALTA GROUP**

CONFERENCE MISSION

The conference aims to initiate an academic and professional debate on the most critical topics in sustainable development, economic growth, and EU membership. We will present solutions from industry experts, uncover innovative strategies, promote valuable research from international academics, and encourage meaningful collaboration to shape a sustainable future. The conference is set against the backdrop of Montenegro's and the Western Balkans' shared aspiration for European Union membership, aiming to explore how sustainable economic practices can accelerate this journey.

CONFERENCE OBJECTIVES

Advancing Knowledge and Awareness on Sustainability

Promote sustainable development by raising awareness, enhancing understanding, and sharing knowledge on sustainability challenges and opportunities at local, regional, and global levels.

Bridging Academia and Industry

Foster collaboration between academia and the business community by developing innovative, practical solutions for advancing the sustainable development of organizations and economies.

Supporting Scientific Research in Montenegro

Encourage and promote scientific research that explores and operationalizes Montenegro's potential for implementing green economy principles and sustainable economic practices.

Strengthening Institutional Credibility

Enhance the international recognition and credibility of the Faculty of Economics, University of Montenegro, by establishing it as a thought leader in sustainable economic research and education within the European higher education area.

Shaping Policy Recommendations for EU Integration

Provide actionable insights and recommendations for policymakers to support sustainable economic growth and green transition, critical for meeting EU accession criteria and fostering long-term economic competitiveness.

Positioning Montenegro as a Regional Leader in EU integration

Use the conference as a platform to highlight Montenegro's commitment to sustainability and EU membership.

WELCOME TO MICEB 2025

Dear Esteemed Colleagues and Partners,

It is my great pleasure and honor to welcome you to the 2nd Montenegrin International Conference on Economics & Business (MICEB 2025), organized by the Faculty of Economics, University of Montenegro. This year, we gather under the theme **"Shaping Sustainable Economies: The Road to EU Membership"** a topic of critical importance for Montenegro and the Western Balkans as we strive to align our development pathways with the values and standards of the European Union.

This prestigious event provides a unique opportunity for businesses, academics, and policymakers to come together and explore the future of sustainable economies in the context of European Union membership. With sustainability at the core of our discussions, we aim to find solutions to the pressing challenges of our time and outline strategies for achieving sustainable economic growth that support our aspirations for EU membership.

The program ahead reflects our commitment to excellence. It features lectures from leading global and regional experts and a series of thought-provoking sessions on topics such as sustainable finance, energy transition, and business resilience. These discussions are crucial for shaping Montenegro's economic future and serve as a beacon of collaboration for the entire region.

For the business community, MICEB 2025 offers a unique chance to network with experts, explore innovative solutions to sustainability challenges, and position your organization as a driver of positive change in an evolving economic environment. It is an invaluable venue for academics to share research, collaborate with peers worldwide, and contribute to shaping policies that will guide our nations toward a sustainable and prosperous future.

This year marks a significant milestone for the Faculty of Economics, University of Montenegro, as we celebrate 65 years since its establishment in 1960. As Montenegro's first higher education institution, the Faculty has been at the forefront of shaping the country's economic and social landscape. From its inception, it has played a pivotal role in educating generations of economists who have contributed to the development of Montenegro's economy and its integration into the global market.

On behalf of the Faculty with the longest-standing tradition in Montenegro, I extend my heartfelt gratitude to our partners, sponsors, and distinguished speakers for their support and dedication to this conference's success. I also warmly welcome our international guests and hope your stay in Montenegro is productive and memorable.

Let us shape sustainable economies together and lay the foundation for our shared membership goal in the European Union.

Sincerely,

Prof. Mijat Jocović
Dean of the Faculty of Economics
University of Montenegro

CONFERENCE AGENDA

29 th – 31 st May 2025	SHAPING SUSTAINABLE ECONOMIES: THE ROAD TO EU MEMBERSHIP AVALA Resort & Villas / Budva, Montenegro
Thursday, 29 th May	
7:30 – 9:30 9:30 – 10:30	Registration OPENING CEREMONY <i>Musical Moment by GuitarDUO Bulatović & Nikčević</i> Conference host: Hanan Nanić , Journalist & Producer Mijat Jocović , Dean, Faculty of Economics, UoM Una Sikimić , Chairman of the Executive Board, ALTA Banka a.d. Beograd Jakov Milatović , President of Montenegro
SESSION 1:	SUSTAINABLE FINANCE IN THE CONTEXT OF NEW EU POLICIES <i>In partnership with NLB Banka & Mastercard</i>
10:30 – 10:50 10:50 – 11:10 11:10 – 12:00	Blaž Brodnjak , CEO, NLB Group Irena Radović , Governor, Central Bank of Montenegro Discussion on financial systems and EU accession negotiations on financial matters Moderator: Ana Mugoša , Faculty of Economics, UoM
12:00 – 13:00	<i>Snack</i>
SESSION 2:	The Narrow Corridor of Freedom: Possibilities of its implementation in present world, dominated by elephants. What about small countries? <i>In partnership with Central Bank of Montenegro</i>
13:00 – 14:00 14:00 – 14:30	James A. Robinson , Chicago University Nobel Prize Winner 2024 (Together with D. Acemoglu and S. Johnson) Discussion Moderator: Jovan Đurašković , Faculty of Economics, UoM
14:30 – 15:00	<i>Coffee Break</i>
SESSION 3:	NAVIGATING TOWARDS PUBLIC FINANCE SUSTAINABILITY
15:00 – 15:40 15:40 – 16:00	Jože P. Damijan , SEB, University of Ljubljana Discussion Moderator: Milena Konatar , Faculty of Economics, UoM
SESSION 4:	SOUTHEAST EUROPE AND MONTENEGRO IN 2025 <i>In partnership with Logate</i>
16:00 – 16:50 16:50 – 17:30	Two evaluations of independent institutes (macroeconomic projections) Velimir Bole , Economic Institute (EIPF), Ljubljana Maja Baćović , Faculty of Economics, UoM Discussion Moderator: Tamara Backović , Faculty of Economics, UoM
20:00	DINNER (Glass Hall, Hotel AVALA) Welcome speech, Nikola Jovanović , President of the Municipality of Budva <i>Musical Performance by Verica Čuljković</i>

Friday, 30 th May	
SESSION 5:	SHAPING THE FUTURE OF SUSTAINABLE ENERGY: INSIGHTS FROM ELES AND EPCG <i>In partnership with Elektroprivreda Crne Gore</i>
10:00 – 10:15 10:15 – 11:00	WHO we are? ELES and EPCG Montenegro (video) How are we prepared? Presentations by presidents of both groups Aleksander Mervar , CEO, ELES Slovenia Ivan Bulatović , CEO, EPCG Montenegro
11:00 – 12:00	Discussion Moderator: Milan Lakićević , Faculty of Economics, UoM
12:00 – 12:30	<i>Coffee Break</i>
SESSION 6:	DRIVING BUSINESS SUSTAINABILITY: INSIGHTS ON OSA AND CORPORATE GOALS <i>In partnership with VOLI Trade</i>
12:30 – 12:45 12:45 – 13:05 13:05 – 13:25 13:25 – 14:30	OSA: a new European approach to the industrial policy (video, prepared by Tjaša Redek , SEB, University of Ljubljana, and Milica Muhadinović , Faculty of Economics, UoM) How RIKO is shaping OSA (its experience and future goals)? Janez Škrabec , President of RIKO How VOLI is shaping sustainability (its experience and future goals)? Dragan Bokan , President of VOLI Discussion Moderator: Vujica Lazović , Faculty of Economics, UoM
14:30	CONCLUDING WORDS
17:45 19:00 – 23.30	Departure to Tivat Boat Cruise with Gala dinner – The Bay of Kotor <i>Musical Performance – Boka Band</i>
Saturday, 31 st May	
10:00 – 11:00	Budva Old Town Walking Tour

Academic Sessions & Workshops

TOP EXECUTIVE WORKSHOP FOR STUDENTS	
	
Thursday, 29 th May, 16:00 – 17:00 (Glass Hall)	
Blaž Brodnjak, CEO, NLB Group	
ACADEMIC SESSIONS (In partnership with AOM)	
	
Special guest lecture: Academy Of Management: Connecting Scholars and Creating Impact Friday, 30 th May, 12:30 – 13:30 (Glass Hall)	
Keynote speaker Peter A. Bamberger, President, Academy of Management	
Workshop: THE POWER OF EXPERIMENTATION IN MANAGEMENT RESEARCH Thursday, 29 th May, 10:30 – 12:30 & 15:00 – 19:00 (Conference Room I) Friday, 30 th May, 9:00 – 12:00 & 15:00 – 18:00 (Conference Room I)	
Jelena Cerar, Assistant Professor WU Vienna University of Business and Economics	
PARALLEL ACADEMIC SESSIONS (In partnership with ASECU)	
	
Session: BUSINESS Presentations & Discussion Friday, 30 th May, 13:30 – 15:00 (Glass Hall)	
Moderators: Aleksandar Tomić, Boston College Ivan Radević, Faculty of Economics, UoM	
NATIONAL INSTITUTIONS AND AI-AUGMENTED DECISION-MAKING: GOVERNMENT ENDORSEMENT AND CULTURAL TIGHTNESS INFLUENCES Jelena CERAR, Dana MINBAEVA, Phillip C. NELL	POLICIES PERCEPTION OF SUSTAINABLE OUTSOURCING IN SOUTHEAST EUROPE COMPARED TO EUROPEAN UNION Andrija RAŽNATOVIĆ
NEW BARGAINING APPROACH IN THE WAKE OF DIGITAL TRANSFORMATION IN PUBLISHING SECTOR Galjina OGNJANOV, Mihail ARANDARENKO, Dragan ALEKSIĆ	THE ROLE AND IMPORTANCE OF LEADERSHIP IN THE POST-PANDEMIC ENVIRONMENT Andrijana KALUĐEROVIĆ, Sofija SEKULIĆ, Eldar KOMAR
WHAT DRIVES INVESTMENTS IN GREEN TECHNOLOGIES IN SLOVENIAN SMES? Nevenka HROVATIN, Janez DOLŠAK, Jelena ZORIĆ	ADVANCING PUBLIC PARTICIPATION THROUGH DIGITAL MAPPING: INSIGHTS FROM PPGIS STUDIES Claudia ROMELLI, Carl C. ANDERSON, Carolin KLONNER, Nora FAGERHOLM, Christian ALBERT
EXPORT MARKETING STRATEGIES OF ALBANIAN SMES CHALLENGES AND OPPORTUNITIES Sandra VOGLI	E-COMMERCE IN TRANSITION: FROM CASH ON DELIVERY TO DIGITAL PAYMENTS Sunčica VUKOVIĆ, Chahna GONSALVES, Ljiljana KAŠĆELAN, Ivan BOŠKOVIĆ
AI-PROOF FUTURE EMPLOYEES: INVESTIGATING PERCEPTIONS ON ARTIFICIAL INTELLIGENCE SKILLS AND COMPETENCIES Ljupcho EFTIMO, Violeta CVETKOSKA, Bojan KITANOVIK	CONCENTRATION, COMPETITION AND EFFICIENCY OF COMPANIES IN THE MILK AND DAIRY PRODUCTS MARKET IN BOSNIA AND HERZEGOVINA Tamara DRAGIĆ, Mladen REBIĆ, Milica BOJAT
A PROFILE OF THE INDIVIDUAL INVESTOR IN THE WESTERN BALKANS Miloš GRUJIĆ, Aleksandar DŽOMBIĆ, Isidora DŽOMBIĆ	DEVELOPMENT OF KNOWLEDGE AND SKILLS OF EMPLOYEES AS A FACTOR OF ORGANIZATIONAL SUCCESS Svetlana KOJOVIĆ, Jasmina ČETKOVIĆ

Session: SUSTAINABLE ECONOMY Presentations & Discussion Friday, 30 th May, 15:30 – 17:00 (Glass Hall)	
Moderators: Zdenka Dragašević, Faculty of Economics, UoM Julija Cerović Smolović, Faculty of Economics, UoM Milica Muhadinović, Faculty of Economics, UoM	
ECONOMIC BENEFITS OF PREVENTION IN THE GREEN TRANSITION: A COST-BENEFIT PERSPECTIVE Sergej GRIČAR, Štefan BOJNEC, Bojan PEJOVIĆ, Vesna KARADŽIĆ	SCRUTINISING THE URBAN MOBILITY READINESS INDEX: PAVING THE WAY FOR IMPARTIAL COMPOSITE INDEX MEASURE OF SUSTAINABLE MOBILITY Veljko USKOKOVIĆ, Veljko JEREMIĆ
ENHANCING CLIMATE FINANCING TRANSPARENCY IN THE BUDGET OF MONTENEGRO Gordana ĐUROVIĆ	THE IMPORTANCE OF IMPLEMENTING GREEN STRATEGIES FOR BRAND BUILDING – EXPLORING YOUTH PERCEPTIONS Dragana ČIROVIĆ, Milica VUKČEVIĆ
DYNAMICS OF ECONOMIC GROWTH IN THE EURO-ZONE: IMPACTS OF RENEWABLE ENERGY AND GOVERNANCE Thanassis KAZANAS, Effrosyni KOUFOUDAKI	GREEN TRANSITION IN MONTENEGRO – ATTITUDES AND BEHAVIOR OF CITIZENS Vjera JOVOVIĆ, Milorad JOVOVIĆ
FORMAL AND INFORMAL INSTITUTIONS IN THE CIRCULAR ECONOMY Katarzyna BENTKOWSKA	MITIGATING URBAN HEAT ISLAND EFFECTS WITH A REGENERATIVE BLUE-GREEN INFRASTRUCTURE APPROACH Matjaž HRIBAR, Žiga TURK
STRATEGIC ALLOCATION OF PUBLIC INVESTMENTS FOR SUSTAINABLE GROWTH: INSIGHTS FROM CEE Nikola MARTINOVIĆ, Nikola MILOVIĆ, Mijat JOCOVIĆ	REVIEW OF ENERGY TRANSITION RESEARCH IN DEVELOPING COUNTRIES Zdenka DRAGAŠEVIĆ, Julija CEROVIĆ-SMOLOVIĆ
GIS TECHNOLOGIES FOR SUSTAINABLE TOURISM DEVELOPMENT IN COASTAL AREAS Jovo ATELJEVIĆ, Dajana VUKOJEVIĆ-ATELJEVIĆ	PLANT PRO-ENVIRONMENTALISM AMONG SEE BUSINESS STUDENTS: AN EXPLORATORY SOCIO-DEMOGRAPHIC AND VALUE PROFILE STUDY Nikša ALFIREVIĆ, Ivan RADEVIĆ, Jovana MILIĆ
THE IMPACT OF NFRD IMPLEMENTATION ON SUSTAINABILITY REPORTING IN MONTENEGRO: CHALLENGES AND RECOMMENDATIONS FOR IMPROVEMENT Tanja LAKOVIĆ, Sanja NIKOLIĆ, Tamara BACKOVIĆ	THE PRODUCTIVITY-SUSTAINABILITY NEXUS IN EU AGRICULTURE: EVIDENCE FROM BIOECONOMY SECTOR PANEL DATA (2012-2021) Saša ČEGAR, Nada DENONA-BOGOVIĆ, Nika STIPETIĆ-KALINIĆ
COMPARATIVE ANALYSIS OF SDG INDEX INDICATORS IN SELECTED WESTERN BALKANS COUNTRIES AND CROATIA AS AN EU MEMBER STATE: CHALLENGES AND OPPORTUNITIES ON THE PATH TO EUROPEAN INTEGRATION Tanja MIROTIĆ, Milica DAMJANOVIĆ, Jovana ČABARKAPA	DETERMINANTS OF RAW MATERIAL CONSUMPTION IN THE CONTEXT OF THE CIRCULAR ECONOMY: EVIDENCE FROM EU-27 COUNTRIES Saša ČEGAR, Saša DREZGIĆ, Vesna BUTERIN
RENEWABLE ENERGY COMMUNITIES: PUBLIC AND CORPORATE FINANCE PERSPECTIVES Kristina KREGAR	

Session: ECONOMY Presentations & Discussion Friday, 30th May, 15:30 – 17:00 (Congress Hall)	
Moderators: Nikola Milović , Faculty of Economics, UoM Maja Bačović , Faculty of Economics, UoM	
POLITICAL MACROECONOMY AND DIGITAL CYCLES Miomir JAKŠIĆ	THE IMPACT OF THE UKRAINE WAR ON THE WESTERN BALKANS: GEOPOLITICS AND GEOECONOMICS Ritsa PANAGIOTOU
LEGAL FRAMEWORK FOR ECONOMIC DEVELOPMENT BETWEEN THE REQUIREMENTS OF SUSTAINABILITY AND THE PROCESS OF DIGITALIZATION Marko ĐOGO	THE IMPACT OF PATENTS AND ICT PATENTS ON ECONOMIC GROWTH IN OECD COUNTRIES Gunter MERDZAN, Predrag TRPESKI, Mijalche SANTA
INTELLECTUAL CAPITAL AS INDICATOR OF REGIONAL DEVELOPMENT: EVIDENCE FROM THE REPUBLIC OF SERBIA Bojan KRSTIĆ, Tamara RAĐENOVIĆ, Milica JOVANOVIĆ-VUJATOVIĆ, Ljiljana BONIĆ	CHALLENGES AND REFORMS IN THE ENERGY SECTOR OF THE SOUTHEASTERN EUROPEAN COUNTRIES THAT ARE CANDIDATES FOR MEMBERSHIP IN THE EUROPEAN UNION Aleksandra PRAŠČEVIĆ
ECONOMIC OUTLOOK FOR MONTENEGRO FROM 2025 TO 2028 Maja BAČOVIĆ, Bojan PEJOVIĆ	DETERMINANT FACTORS OF WOMEN’S LABOR MARKET PARTICIPATION IN ALBANIA: CHALLENGES AND POLICY IMPLICATIONS Sonila XHEMAL
EVALUATING FISCAL REFORM EFFECT ON INFLATION: DIFFERENCE-INDIFFERENCES INSIGHTS FROM ‘EUROPE NOW’ IN MONTENEGRO Stevan ĐURIĆ, Nemanja POPOVIĆ, Vera GOJČAJ, Milivoje RADOVIĆ	NATIONAL INSTITUTIONS AND AI-AUGMENTED DECISION-MAKING: GOVERNMENT ENDORSEMENT AND CULTURAL TIGHTNESS INFLUENCES Jelena CERAR, Dana MINBAEVA, Phillip C. NELL
MARKET ASYMMETRIES AND EDUCATIONAL STRUCTURE OF THE UNEMPLOYED POPULATION IN BOSNIA AND HERZEGOVINA AND MONTENEGRO Eldar KOMAR, Hatidža JAHIĆ, Andrijana KALUĐEROVIĆ, Sofija SEKULIĆ	ROOTS OF LEFT-WING AND RIGHT-WING POPULISM: THE ROLE OF ECONOMIC HARDSHIP AND GLOBALIZATION Danijela LAZOVIĆ-VUKOVIĆ, Jože P. DAMIJAN
MEASURING THE ECONOMIC IMPACT OF A TEMPORARY BRIDGE CLOSURE IN WEST MACEDONIA Prodromos PRODROMIDIS	AI-DRIVEN TRANSFORMATION FOR SUSTAINABLE DEVELOPMENT: NORTH MACEDONIA’S PATH TO EU MEMBERSHIP Leonid NAKOV, Monika SPASOVSKA
GEOPOLITICAL RIVALRIES IN MONTENEGRO: NAVIGATING COMPLEXITY Danijela JACIMOVIĆ, Dženana ĐURKOVIĆ	AI READINESS IN CENTRAL BANKS OF THE WESTERN BALKANS Milo IVANČEVIĆ, Dragana RADOJČIĆ
INTERNATIONAL SPILLOVER EFFECT OF UNCERTAINTY: SOME NEW ECONOMETRIC EVIDENCE Zorica MLADENOVIĆ	THE IMPACT OF THE USE OF ARTIFICIAL INTELLIGENCE SYSTEMS IN FINANCIAL TRANSACTIONS: LEGAL AND ECONOMIC ASPECTS Kalliopi KALAMPOUKA, Dimitra GIANNOPOULOU
ECONOMIC ANALYSIS OF THE CONSTRUCTION OF THE SMOKOVAC-BOŽAJ EXPRESSWAY Jasmina ČETKOVIĆ, Biljana IVANOVIĆ	THE REGIONAL DEVELOPMENT OF SERBIA: GATEWAY OR BARRIER TO EU ACCESSION? Vladislav MARJANOVIĆ, Aleksandar MANASIJEVIĆ, Kristina PETROVIĆ

ASECU Student Session (online) Presentations & Discussion Friday, 30th May, 16:00 – 17:00 CET (Presentation Room II)	
Moderators: Milica Vukčević , Faculty of Economics, UoM Nemanja Popović , Faculty of Economics, UoM	
TREE-BASED ALGORITHMS APPROACH ON PREDICTING EMPLOYEE TURNOVER Alexandra-Daniela DAMIR	EMPIRICAL STUDY ON EURO CURRENCY CONFIDENCE UNDER GLOBAL CHALLENGES Ana – Maria GIURGI
COMPARATIVE ANALYSES OF TOURISM IN REPUBLIC OF NORTH MACEDONIA AND REPUBLIC OF ALBANIA REPRESENTED THROUGH BUSINESS ANALYTICS’ PHASES, DATA MINING AND VISUALIZATION TECHNIQUES, INFLUENCED BY INSTITUTIONS AND ECONOMIC DEVELOPMENT Damjan STOJKOVSKI, Jasna JOANIDIS	TOURISM ON THE MOVE: REVITALISING DUTCH CITIES WITH SUSTAINABLE URBAN TOURIST MOBILITY Freek PIJPERS
EARLY SPARKS: FOSTERING ENTREPRENEURSHIP COMPETENCES IN BALKAN COUNTRIES Athanasia LOUKIDOU, Sofia BOUTSIOUKI, Katerina SARRI	

CROSS-REIS SESSION

Regenerative Tourism: Exploring Sustainable Tourism Practices and Principles



Plenary Session: **Regenerative Tourism Through the Prism of Global Experiences**
Thursday, 29th May, 15:00 – 17:00 (Conference Room II)

Moderator: **Milan Raičević**, Faculty of Economics, UoM
Keynote Speakers

Sabine Gebert Persson, Associate Professor, Uppsala University
Boris Mihaljević, General Manager, Plataran Bromo/Borobudur Resort & Spa
Nikola Jakovljević, General Manager, Hotel Ramonda
Irena Gligorijević, Hotel Operations Manager, Hotel Ramonda
Iva Petrović, Executive Director, Nordic Business Alliance
Marija Todorović, Hotel Biogor Wellness & Spa

Session: **Transformative Trends in Tourism – Regenerative Approaches and Digital Innovations**
Friday, 30th May, 10:00 – 12:00 (Glass Hall)

Moderator: **Milena Lipovina-Božović**, Faculty of Economics, UoM

LEVERAGING REGENERATIVE TOURISM DEVELOPMENT: A CONCEPTUAL FRAMEWORK Carlo SESSA, Rym AYADI	TOURISM-DRIVEN HOUSING MARKET DYNAMICS: IMPLICATIONS FOR REGENERATIVE URBAN DEVELOPMENT Srđan MARINKOVIĆ, Marija DŽUNIĆ, Jelena J. STANKOVIĆ, Ivana MARJANOVIĆ
THE ROLE OF ARTIFICIAL INTELLIGENCE IN PROMOTING EV USE FOR LOW-CARBON TOURISM Patricia TOPIĆ	FROM SUSTAINABLE TO REGENERATIVE TOURISM: A THEORETICAL AND CONCEPTUAL ANALYSIS Otto REGALADO-PEZÚA, Sylvie CHRISTOFLE
SUSTAINABLE TOURISM: YOUTH PERSPECTIVES AND PRACTICES Barbara GRAH, Sandra PENGINE, Katja DEBELAK	FROM LUXURY TO SUSTAINABLE LUXURY: ESG INITIATIVES AT LUSTICA BAY AND THE CHEDI HOTEL Vladan MARTIĆ, Veselin POPOVIĆ
REGENERATIVE TOURISM AS A RESPONSE TO THE CHALLENGES OF SUSTAINABLE DEVELOPMENT IN THE NORTH OF MONTENEGRO Ana LALEVIĆ-FILIPOVIĆ, Milijana NOVOVIĆ-BURIĆ	EMPLOYEE PERCEPTIONS OF SUSTAINABLE PRACTICES IN MONTENEGRO’S HOTEL INDUSTRY Nikola DRAŠKOVIĆ, Stevan ĐURIĆ
SUSTAINABLE BRANDING OF TOURIST DESTINATIONS – INTEGRATION OF LOCAL RESOURCES INTO MARKETING STRATEGIES IN THE PROCESS OF EUROPEAN INTEGRATION Boban MELOVIĆ, Jurica PAVIČIĆ, Zoran KRUPKA	SUSTAINABLE TOURISM IN THE SMART VILLAGES FRAMEWORK RATIONALE AND BEST PRACTICES Gianluca LENTINI, Claudia ROMELLI
THE IMPACT OF ENVIRONMENTALLY SUSTAINABLE PRACTICES ON HOTEL GUEST SATISFACTION IN THE REPUBLIC OF SERBIA Bojana NOVIĆEVIĆ-ČEČEVIĆ, Sonja JOVANOVIĆ, Marina STANOJEVIĆ	THE CONTRIBUTION OF TOURISM TO MITIGATING CLIMATE CHANGE IN THE WESTERN BALKAN COUNTRIES: MYTH OR REALITY? Snežana RADUKIĆ, Žarko POPOVIĆ
FINANCIAL HEALTH AND CORPORATE SOCIAL RESPONSIBILITY OF FIVE-STAR HOTELS IN MONTENEGRO: ARE THEY CONNECTED Milica VUKČEVIĆ, Milan LAKIĆEVIĆ, Saša VUJOŠEVIĆ	REIMAGINING TOURISM IN MONTENEGRO: THE UNTAPPED POTENTIAL OF GREEN AND DIGITAL INNOVATIONS Jelena JOVOVIĆ, Sunčica VUKOVIĆ, Milena KONATAR, Vladimir ĐURIŠIĆ, Nikola MIŠNIĆ
GREEN HEALTH TOURISM: A PATHWAY TO SUSTAINABLE ECONOMIC GROWTH IN MONTENEGRO Sandra BOJANIĆ, Milena LIPOVINA-BOŽOVIĆ, Milan RAIĆEVIĆ	AI VS. SUSTAINABLE TOURISM: THE MARKETING MISMATCH John ÖSTH
CREATIVE ECONOMY IN DIALOGUE WITH THE LOCAL COMMUNITY Iris MIHAJLOVIĆ, Sara KRIVOKAPIĆ	RURAL TOURISM IN EAST HERZEGOVINA: WILL DIGITALIZATION BECOME A GAME CHANGER? Slavica SAMARDŽIĆ, Milica KOVAČEVIĆ, Ana LAKIĆ, Natalija SAMARDŽIĆ, Gordana RADOVANOVIĆ

CROSS-REIS Student Session

Transforming Through ESG: Linking Regulation, Practice and Social Impact

Friday, 30th May, 12:30 – 13:30 (Conference Room II)

Moderator: **Ana Lalević-Filipović**, Faculty of Economics, UoM

THE FUTURE OF ESG REPORTING AFTER THE EU OMNIBUS REGULATION: A LEAP FORWARD OR A STEP BACKWARD? Sofija SEKULIĆ	CHALLENGES AND OPPORTUNITIES IN IMPLEMENTING SUSTAINABILITY REPORTING IN PUBLIC SECTOR Marija ULJAREVIĆ
THE IMPLEMENTATION IMPACT OF THE ESG CONCEPT ON THE INTERNAL AUDIT FUNCTION Denis KOVAČEVIĆ	GREEN ECONOMY AND REPORTING OBLIGATIONS OF STATE-OWNED ENTERPRISES IN MONTENEGRO Željko VIDA KOVIĆ
ECONOMIC BENEFITS ANALYSIS OF HEALTH TOURISM: A COMPARATION ANALYSIS WITH TURKEY Aleksandra KOMATINA	ADVANCING SUSTAINABILITY THROUGH CONSUMER BEHAVIOR: POLICY INTEGRATION IN EU AND CANDIDATE COUNTRIES Jelena IVANOVIĆ
THE ROLE OF STUDENTS IN SUSTAINABLE DEVELOPMENT AND THEIR LEVEL OF ENVIRONMENTAL AWARENESS: A SURVEY Milica MUHADINOVIĆ, Višnja JOKSIMOVIĆ, Milica NOVAKOVIĆ, Milica JOVANČEVIĆ, Teodora MILINKOVIĆ, Monika KOJOVIĆ, Vasilije MARUNOVIĆ	THE ECONOMIC IMPACT OF GROWING PROTECTIONISM BETWEEN THE USA AND CHINA Milica JOVANČEVIĆ

HONORARY OPENING ADDRESS

Jakov Milatović, President of Montenegro



Jakov Milatović was born in Podgorica on December 7, 1986. He completed primary, secondary school and faculty in Podgorica. As a US government scholarship holder, he spent one academic year at Illinois State University. After that, he spent one semester at Vienna University of Economics and Business (WU Wien) as a scholarship holder of the Austrian Government. Under the auspices of the European Commission, he spent one year of study at La Sapienza University in Rome. He earned his master's degree in the field of economics at the University of Oxford and he was also awarded a scholarship by the British Government.

He attended programs organized by the United Nations in New York, German Konrad Adenauer Foundation, Embassy of Montenegro in Rome and Office for International Cooperation of the Faculty of Economics in Podgorica. He also attended the Oxbridge Academic Program at Oxford, and a number of International Monetary Fund (IMF) Programs in London, as well as London School of Economics (LSE) Programs. He also trained at the University of Beijing, University of Belgrade and Leadership Academy of Stanford University. He worked in the banking sector in the country and abroad. In the sector for economic and political analysis at the European Bank for Reconstruction and Development (EBRD), he dealt with the economic analysis of the region of Southeast Europe and countries of the Western Balkans. He worked in Bucharest as the EBRD's Chief Economic Analyst for Romania, Croatia, Slovenia and Bulgaria from 2018 to 2020.

In the fall of 2022, he was a guest lecturer at the Luxembourg Business School. He is the author of several professional papers and co-author of two books. He was elected Minister of Economic Development in the 42nd Government of Montenegro in December 2020. In June 2022, he founded the Europe Now Movement! and he is one of the leaders of that movement. After the success of the electoral list he led in the local elections in Podgorica, he ran in the presidential elections. He assumed the office of President of Montenegro on May 20, 2023.

CONFERENCE SPEAKERS

Program Sessions

- **James A. Robinson**, University of Chicago, Nobel Prize Winner 2024
- **Blaž Brodnjak**, CEO, NLB Group
- **Irena Radović**, Governor, Central Bank of Montenegro
- **Aleksander Mervar**, CEO, ELES Slovenia
- **Ivan Bulatović**, CEO, EPCG
- **Janez Škrabec**, CEO, RIKO
- **Dragan Bokan**, CEO, VOLI
- **Jože P. Damijan**, Full Professor, SEB, University of Ljubljana
- **Velimir Bole**, Senior Research Fellow, Economic Institute (EIPF), Ljubljana
- **Tjaša Redek**, Full Professor, SEB, University of Ljubljana
- **Maja Bačović**, Full Professor, Faculty of Economics, University of Montenegro
- **Milica Muhadinović**, Assistant Professor, Faculty of Economics, University of Montenegro

James A. Robinson, University of Chicago, Nobel Prize Winner 2024



James A. Robinson is a British-American political scientist, economist, and winner of the 2024 Nobel Prize for Economics (together with Daron Acemoglu and Simon Johnson) "for studies of how institutions are formed and affect prosperity." His work explores the underlying causes of economic and political divergence both historically and today and uses both the mathematical and quantitative methods of economics along with the case study, qualitative and fieldwork methodologies used in other social sciences. Robinson has a particular interest in sub-Saharan Africa and Latin America and is a Fellow at the Institute of African Studies at the University of Nigeria at Nsukka. He taught a summer school at the University of the Andes in Bogotá between 1994 and 2022. He has published three books co-authored with Daron Acemoglu, an Institute Professor of Economics at MIT: *Economic Origins of Dictatorship and Democracy*, *Why Nations Fail: The Origins of Power, Prosperity, and Poverty* (translated into 41 languages since its publication in 2012), and *The Narrow Corridor: States, Society and the Fate of Liberty*. He currently holds appointments in the Harris School of Public Policy and the political science department at the University of Chicago.

Blaž Brodnjak, CEO, NLB Group



Blaž Brodnjak is the CEO of NLB d.d., the parent bank of NLB Group, the leading banking and financial group with headquarters and an exclusive strategic interest in Southeast Europe. He is a senior corporate banker with 25 years of diverse experience on all levels of international banking groups, having been acting in managerial or supervisory positions in 17 sizeable banks, as well as 3 insurance companies, one market leading asset management and one larger international production company in altogether 8 countries. He has joined NLB d.d. in 2012 as a Member of the Management Board and has taken over the CEO and CMO positions in July 2016 (the latter until May of 2022). During his tenure, NLB reached many important milestones – from completed privatization, many years of successful business operations, and various M&A's, to milestones in the field of sustainability. In December 2024 NLB received a new, improved ESG rating of 10.5 by the company Morningstar Sustainalytics, reflecting a low risk of material financial impacts from ESG factors. Later the same company also recognized NLB with the Top Regional and Top Industry (Banks) badges.

Irena Radović, Governor,
Central Bank of Montenegro



Irena Radović is the Governor of the Central Bank of Montenegro, leading efforts in financial stability, regulatory alignment with the EU, and the modernization of payment systems, including Montenegro's integration into the Single European Payments Area (SEPA). She chairs the National Financial Stability Council and plays an important role in advancing Montenegro's EU accession across nine negotiation chapters. A seasoned economist, diplomat, and academic, Irena has a distinguished career spanning central banking, development finance, and international relations. Prior to her governorship, she was the Executive Director of the Investment and Development Fund, spearheading its transformation into a national development bank. Earlier, she served as Montenegro's Ambassador to France and UNESCO, Deputy Minister of Foreign Affairs, and Head of the British Office, representing the UK Government in Montenegro in the lead-up to the country's independence. She has lectured on International Economics and EU Monetary Policy at leading universities and was affiliated with All Souls College at Oxford. Holding degrees from Cambridge, CORIPE, and the University of Montenegro, she combines academic expertise with policy leadership.

Aleksander Mervar, CEO,
ELES Slovenia



Aleksander Mervar is one of the biggest energy experts in Slovenia and broader with over 40 years of experience, including 35+ in leadership roles in the energy industry. He is among the most frequently quoted energy experts both in the national and international media as well as among the professional, research and educational public. He started working in the energy industry at Strojna tovarna Trbovlje, later he was the deputy general manager at Rudnik Zagorje and then the same at Termoelectrarn Trbovlje, after which he managed the Ljubljana Thermal Power Plant. Since October 2013, when he took over the management of the system operator of the transmission network of the Republic of Slovenia, the company ELES has become the backbone of the Slovenian electricity industry and an innovative superpower of smart networks. ELES prides itself on its revolutionary innovations, which are ranked at the very top of the world (ISGAN AWARDS 2020/first and second prize: NEDO and FutureFlow, national Energy Globe award for the SincroGrid project).

Ivan Bulatović, CEO, EPCG



Ivan Bulatović graduated from the Faculty of Electrical Engineering in Podgorica. As a relay protection engineer, his professional career began at the Montenegrin Electric Power Company (EPCG) (2004–2009). After establishing the Montenegrin Transmission System (CGES) as a separate joint-stock company, he served as the Chief Engineer for Relay Protection and Testing (2009–2013). From 2014 to 2018, he was the CEO of CGES, followed by roles as Deputy CEO for Development, Deputy Director of Transmission, and Deputy CEO for International and Institutional Cooperation (2018–2019). He subsequently became CEO of the Coordinated Auction Office in Southeast Europe (SEE CAO). Simultaneously, he held various other positions, including President of the Assembly and member of the Supervisory Board of the Security Coordination Center (2015–2018), Chairman of the Energy and Mining Committee of the Montenegrin Chamber of Commerce (since 2023), and member of the Board of Directors of Terna Montenegro (since 2022). Since January 2024, he has been serving as the CEO of the Montenegrin Electric Power Company (EPCG).

Janez Škrabec, CEO, RIKO



Janez Škrabec (born 1963) is the founder and managing director of Riko, d.o.o. He holds a degree in economics from the Faculty of Economics at the University of Ljubljana, Slovenia. His postgraduate studies took him to renowned institutions, including the IEDC – Bled School of Management, Cleveland State University, INSEAD in Fontainebleau. In 1991, he established Riko, d.o.o., a highly sought-after company specializing in green and digital transformation across the wider region. For his outstanding business acumen and entrepreneurial achievements, he has received Slovenia's most prestigious awards for business excellence. He also serves as the Honorary Consul of the Kingdom of Morocco and is the president of the Slovenian Consular Corps. He actively participates in various diplomatic and business networks. As an entrepreneur, he plays a key role as an integrator, connecting economic, cultural, and diplomatic accomplishments across the diverse environments in which he operates.

Dragan Bokan, CEO, VOLI



Dragan Bokan is a Montenegrin entrepreneur and leader with over 30 years of business experience. After completing his education, he began his professional career at the company "Primorka" AD, and in 1995, he founded VOLI TRADE, the leading Montenegrin retail company, which today generates the highest revenue in the private sector and employs around 2,500 people. He is also the President of the basketball club "Budućnost Voli" and the founder of "Voli Motors" – a BMW and Mini sales and service center. Bokan has received numerous prestigious awards, including the Manager of the Year award in Montenegro, the Best Manager of Southeast and Central Europe award, the "19th December" award from the City of Podgorica, as well as many other recognitions for managerial excellence. He is recognized for his numerous initiatives in business innovation, corporate social responsibility and contributions to the Montenegrin economy.

Jože P. Damijan, Full Professor,
SEB, University of Ljubljana



Jože P. Damijan is a Full Professor at the University of Ljubljana, School of Economics and Business, and Visiting Professor at the University of Leuven, Belgium. His research interests and teaching activities include macroeconomics, international economics and globalization. He is one of the most internationally cited Slovenian economists, regularly publishes columns in major Slovenian newspapers and runs the most widely read economics blog in Slovenia (DAMIJAN blog). He was a Minister of Growth in the Slovenian government and a Vice President of the Council of Economic Advisors to the Slovenian Prime Minister. He is a renowned business consultant and has led several dozen consulting projects for major domestic and foreign companies, international organizations, ministries and agencies in the fields of trade liberalization, market structure & competition, telecommunications, transport, logistics and infrastructure, finance, energy sector, food industry, mergers.

Velimir Bole, Senior Research Fellow,
Economic Institute (EIPF), Ljubljana



Velimir Bole has been employed at the EIPF for over four decades, where he works as a scientific advisor. In the period 1988–1990, he was an economic advisor to the Yugoslav government; in the years 1991–1997 a member of the Council of the Bank of Slovenia; in the years 1992–2002 a member of the Government Economic Council, and from 2000 to 2011 a member of the Council of Experts of the Governor of the Central Bank of Macedonia. Bole regularly participates in preparing forecasts of economic trends and analysis of the government's economic policy, as well as in economic forecasts for the euro area.

Tjaša Redek, Full Professor, SEB, University of Ljubljana



Tjaša Redek is a full professor of Economics at the University of Ljubljana in Slovenia. She studied at the University of Ljubljana and at the London School of Economics. She teaches microeconomics, macroeconomics and economic growth and development. Her research is focusing on the role of intangible capital, technology and the impact on firm performance and productivity growth. She focuses also in labour market research due to its close connection with intangible capital. She has authored and co-authored a number of publications, and was involved in several national and international projects. She has also worked as a national expert for the development and labour-related issues for various international institutions, including OECD, as all as participated as project evaluator for the EU H2020.

Maja Baćović, Full Professor,
Faculty of Economics, University of Montenegro



Maja Baćović, PhD, is a full professor at the Faculty of Economics of the University of Montenegro, narrower field: Macroeconomics. The recipient of the UoM Award for contribution to scientific research and professional work at the Faculty of Economics in Podgorica for 2021. She was a member of the Center for Young Scientists (CANU). Vice-Rector for International Cooperation (2015–2017) and a member of the Senate (2013–2017) at the UoM. Member of the team that prepared the Economic Reforms Agenda (2003), the first strategic economic document in Montenegro after the collapse of the SFRY. The first president of the Statistical Council of Montenegro (2006–2008). She coordinated the first report on human development prepared by UNDP for Montenegro (2005). Author of 3 books and many papers published in journals indexed in the WOS database.

Milica Muhadinović, Assistant Professor,
Faculty of Economics, University of Montenegro



Milica Muhadinović is an Assistant Professor at the Faculty of Economics of the University of Montenegro. She completed her undergraduate, master's and doctoral studies at the Faculty of Economics, and since 2014 she has been working at the same faculty, on macroeconomic disciplines. She is a representative of the Faculty of Economics of the University of Montenegro in the Working Group for Just Transition of the National Council for Sustainable Development, as well as in the Negotiating Working Group for Chapter 8 – Competition and State Aid. Through the Erasmus+ program she performed several teaching and training mobilities at numerous European universities, in Poland, Spain, Portugal and Romania. She actively participated in many international activities, as well as in the development and implementation of significant international projects. She is the youth president of the Montenegrin Pan-European Union and has been actively involved in its activities since its foundation.

AOM Sessions

- **Peter A. Bamberger**, President, Academy of Management
- **Jelena Cerar**, Assistant Professor, WU Vienna University of Business and Economics

Peter A. Bamberger, President,
Academy of Management



Peter A. Bamberger is the Domberger Professor of Management at Tel Aviv University's Collier School of Management, and Research Director of Cornell University School of Industrial and Labor Relations' Smithers Institute. His research examines rewards management, teamwork, and employee wellbeing. Author of several books including *Human Resource Strategy* (Taylor & Francis, 2024) and *Exposing Pay* (Oxford, 2023), Bamberger has published over 120 referred journal articles. An elected Fellow of the Society of Industrial and Organizational Psychology and the Academy of Management, he has also served as associate editor of the *Academy of Management Journal* and editor-in-chief of *Academy of Management Discoveries*. He is currently serving as President of the Academy of Management.

Jelena Cerar, Assistant Professor,
WU Vienna University of Business and Economics



Jelena Cerar, PhD, is a tenure-track Assistant Professor at the Institute for International Business (IIB) at WU Vienna. She earned her doctorate with honors from WU Vienna, focusing on resource allocation in multinational corporations (MNCs). Her dissertation received the Stephan Koren Best Dissertation Award and was a finalist for the AIB's global best dissertation award. She has held postdoctoral positions at Copenhagen Business School, USC Marshall School of Business, and the Institute for Artificial Intelligence Research and Development of Serbia.

Dr. Cerar holds a master's degree from the Erasmus Mundus EGEI program, having studied in China, Belgium, and Italy, and completed her undergraduate studies in Belgrade, Serbia. She brings industry experience from roles in international firms and co-founded Teach for Serbia, part of the Teach for All network. At WU Vienna, she previously served as Program Manager for CEE and Emerging Markets and lectured in the CEMS Master's program.

Dr. Cerar's research explores decision-making, behavioral strategy, AI, and cognition in MNCs. She also specializes in IB research methods, particularly experiments. Her work appears in top journals like *Journal of International Business Studies* and *Journal of Management Studies*, and has been recognized by AIB and the Academy of Management.

PROGRAM COMMITTEE

- **Janez Prašnikar**, President, University of Ljubljana
- **Mijat Jocović**, University of Montenegro
- **Jovan Đurašković**, University of Montenegro
- **Tamara Backović**, University of Montenegro
- **Milan Lakićević**, University of Montenegro
- **Vujica Lazović**, University of Montenegro
- **Ana Mugoša**, University of Montenegro
- **Maja Baćović**, University of Montenegro
- **Ana Lalević-Filipović**, University of Montenegro
- **Ivan Radević**, University of Montenegro
- **Milica Muhadinović**, University of Montenegro
- **Milena Konatar**, University of Montenegro

Janez Prašnikar, Professor Emeritus,
University of Ljubljana



Janez Prašnikar (PhD, University of Ljubljana) is a professor emeritus at the University of Ljubljana. He has been involved in several research projects and has published papers and books relating to the economics of transition, Great Recession and Pandemic, corporate restructuring, and corporate governance. He has carried out research and gave policy advice to several governments including Slovenia, former Yugoslavia, China and Western Balkan countries. As a research fellow he is affiliated to the Centre for Economic Policy Research (CEPR) in London, United Kingdom. He was a founder and a director of the Residential Master's Programme in Business and Organization at the Faculty of Economics of Ljubljana for more than 20 years (among 100 best programmes, evaluated by Financial Times). He served as a member of the Strategic Board of several Slovenian governments and as a member of the Programme Committee of the President of Slovenia. Currently, he is a member of the Strategic Board for Macroeconomic Issues of the Prime minister of Slovenia. He was a president of the Programme Committee of the Slovenian Business Conference Portorož, a yearly meeting of top politicians, businessmen and researchers in Central and South-East Europe for 20 years. He also served (and still serves) as a president or member of the Supervisory Boards in numerous firms.

Mijat Jocović, Full Professor,
Dean of the Faculty of Economics,
University of Montenegro



Mijat Jocović graduated in law from the Faculty of Law at the University of Montenegro in 2003. He completed his master's studies in corporate law at the Faculty of Law, University of Belgrade, in 2007 and defended his doctoral thesis with distinction at the same institution in 2011. His academic career at the University of Montenegro began in 2004 as a teaching assistant for the courses Commercial Law and International Business Contracts. Currently, he holds the title of Full Professor and serves as the Dean of the Faculty of Economics at the University of Montenegro. In addition to his academic role, he has worked as a legal advisor in business law cases and actively collaborates with law firms. He has been a member of working groups for drafting laws in the field of corporate law and has presented research at numerous national and international conferences in the field of business law.

Jovan Đurašković, Assistant Professor,
University of Montenegro



Jovan Đurašković is an Assistant Professor and the Vice Dean for scientific research at the Faculty of Economics (University of Montenegro). He earned his PhD in Macroeconomic Theory and Policy from the same institution in 2014. His research focuses on economic analysis and policy, particularly state interventionism, health economics, labour markets, and social policy. He completed a research stay at the City University of New York (The Graduate Center) during his doctoral studies. He later delivered guest lectures through Erasmus+ exchange programs at the University of Beira Interior (Portugal) and the University of Rijeka (Croatia). Đurašković has authored numerous scientific articles, monographs, and conference papers. He has led or participated in international projects funded by UNDP, UNICEF, ILO, Erasmus+, and Horizon programs, contributing to research on the Montenegrin economy and economic policy.

Tamara Backović, Assistant Professor,
University of Montenegro



Tamara Backović is the Vice Dean for International Cooperation and an Assistant Professor at the Faculty of Economics, University of Montenegro. She specializes in Econometrics, Statistics, and Economic-Mathematical Methods. With extensive experience in internationalization and curriculum modernization, she coordinates Erasmus+ projects aimed at enhancing Montenegro's higher education landscape. She is also engaged in initiatives such as the game-based learning platform *Game-driven HR Tech* and the *ME-Study-in-English* project, fostering English-language study programs. Her research focuses on economic modeling, energy economics, and digital transformation.

Milan Lakićević, Full Professor,
University of Montenegro



Milan Lakićević is a Full Professor at the Faculty of Economics in Podgorica, University of Montenegro. Author of over 60 scientific and professional papers published in both international and national journals. He has participated in numerous international and national scientific gatherings, symposia, conferences, and seminars. Engaged in several projects and studies related to valuation, transformation, privatization, restructuring, credit rating assessment, and the evaluation of investment projects. Currently serves as the Chairman of the Audit Committee of EPCG AD Nikšić. From 2013 to 2015, he served as the Director of the Tax Administration of Montenegro. He was a member of the Board of Directors of the Institute of Certified Accountants of Montenegro and the Audit Committee of NLB Montenegrobanka AD Podgorica. He has held positions as a member and Chairman of the Board of Directors in several companies in Montenegro, including AD "Bor" Plav, AD FLZK Nikšić, AD "Željeznice Crne Gore" Podgorica, AD "Barska plovidba" Bar, and others.

Vujica Lazović, Full Professor,
University of Montenegro



Vujica Lazović is a Full Professor at the Faculty of Economics, University of Montenegro, specializing in Information Economics. He has been an invited lecturer at doctoral studies at the Faculty of Organization and Informatics, University of Zagreb, as well as at the master's program at the Faculty of Economics, University of Ljubljana. He is the author of numerous papers, books, and publications in the fields of Economics, Business Information Systems, and Digital Economy. He is the author of a monograph published by the University of Montenegro and the book *Digital Economy*. He has completed several study visits in the United Kingdom, the United States, and Italy. He received the Vienna Economic Forum Award (Vienna, 2010), the Eurasian Economic Summit Award (Istanbul, 2016), and the honorary title "Ambassador of Knowledge" (Ljubljana, 2019). He has been an active participant and speaker at numerous global conferences on digital economy and information society, including ITU WSIS (Geneva, 2012) and ITU WTDC (Dubai, 2014). From 2000 to 2006, he served as the Dean of the Faculty of Economics. From 2006 to 2016, he was the Deputy Prime Minister of Montenegro for Economic Policy and the Financial System, and concurrently from 2009 to 2016, he held the position of Minister for Information Society and Telecommunications. From 2017 to 2021, he served as Montenegro's Ambassador to the Republic of Slovenia.

Ana Mugoša, Assistant Professor,
University of Montenegro



Ana Mugoša is an Assistant professor at Faculty of Economics in Podgorica, University of Montenegro, specialized in finance. She is a member of Ethical board at the University of Montenegro. Ana has played a leading role in several national and international projects and is a founding member of the Montenegrin Association of Economists. In addition to her academic role and expertise in corporate finance, she also works as a research economist for Johns Hopkins University (and Bloomberg Philanthropies), focusing on the effects of fiscal/excise tax policies. Mugoša holds a BA and PhD in economics from the University of Montenegro, as well as a Master's degree from the University of Sheffield.

Ana Lalević-Filipović, Full Professor,
University of Montenegro



Ana Lalević Filipović is a full-time professor in the field of Accounting at the Faculty of Economics, University of Montenegro. During her career, she has published a significant number of publications. She participated in numerous conferences, Pulsar programs, trainings, as well as in the development of a large number of business projects. She performed important functions: Dean and Vice Dean of the Faculty of Economics, President of the National Council for Education, Vice President of the Ethics Committee, Member or Chairman of the Board of Directors, etc. She has been a leader or member of numerous bilateral and international projects. She is involved in various activities, such as a lecturer in the program for the education of accountants in the public sector, providing training in the field of non-financial reporting, a member of the Horizon Project (CROSS-REIS), as well as a member of the Audit Committee, the Audit Council and similar bodies.

Ivan Radević, Assistant Professor,
University of Montenegro



Ivan Radević is an Assistant Professor at the University of Montenegro, Faculty of Economics, specializing in management, change management, and human resource management. He is also engaged at the Faculty of Electrical Engineering, teaching Management in ICT. Radević holds a PhD in knowledge management and organizational design and has authored three books and numerous scientific papers. He is a member of prestigious organizations, including the Academy of Management (AOM), Strategic Management Society (SMS), Academy of International Business (AIB), and serves as President of the Montenegrin Academy of Management (MAOM). In 2024, he received the University of Montenegro Award for outstanding contributions to scientific research and international positioning. With over 25 years of involvement in his family's business, he combines academic expertise with practical managerial experience.

Milena Konatar, Assistant Professor,
University of Montenegro



Milena Konatar is an Assistant Professor at Faculty of Economics, University of Montenegro. Her research interests and teaching activities include economic analysis and policy, macroeconomics and public finance. She has published extensively in renowned international journals, addressing critical issues in economic development and fiscal policies. She has presented her research at international conferences. For the purpose of professional development, she has completed visits to numerous prestigious faculties and institutions. In addition to her academic work, she has participated in various research projects focused on economic policy, labor markets, and public finance. She actively engages in mentoring students and fostering interdisciplinary research initiatives.

ORGANISING COMMITTEE

- **Mijat Jocović**, President, University of Montenegro
- **Jovan Đurašković**, University of Montenegro
- **Tamara Backović**, University of Montenegro
- **Zdenka Dragašević**, University of Montenegro
- **Ana Lalević-Filipović**, University of Montenegro
- **Ivan Radević**, University of Montenegro
- **Nikola Martinović**, University of Montenegro
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- **Nemanja Popović**, University of Montenegro
- **Milica Vukčević**, University of Montenegro
- **Jelena Jovović**, University of Montenegro
- **Magdalena Đurašković**, University of Montenegro

Zdenka Dragašević, Associate Professor,
University of Montenegro



Zdenka Dragašević is an Associate Professor at the Faculty of Economics, University of Montenegro, in the Department of Quantitative Economics. Her research interests include the fields of microeconomics, operations research, and multi-criteria decision-making. Since 2019, she has held the position of Vice Dean for Academic Affairs. She is the author of numerous scientific and professional papers published in renowned international journals or presented at international conferences. She is a recipient of the Annual Award of the Central Bank of Montenegro in the category of the best doctoral dissertation. For professional development, she completed a specialization at the University of Pittsburgh, USA, and through the Erasmus+ exchange program, she spent time at the Côte d'Azur University in France. As a member of project teams, she participates in the development of several significant projects and studies conducted by the Faculty of Economics in Podgorica. She is proficient in English.

Nikola Martinović, Teaching Assistant,
University of Montenegro



Nikola Martinović has been engaged as a Teaching Assistant at the Faculty of Economics, University of Montenegro, within the Department of Economic Analysis and Policy, since 2020. He is a PhD student at the Faculty of Economics, University of Belgrade, where his research focuses on analyzing the impact of macro-fiscal stability and the structure of public expenditures on economic growth in the countries of Central and Eastern Europe. He has authored numerous scientific papers published in both domestic and international journals and has participated in scientific conferences in Montenegro and abroad. He actively takes part in various national and international projects related to economic analysis and policy. While representing the Faculty of Economics and Montenegro, he won a silver medal in the entrepreneurship discipline at the Euroskills competition held in Budapest in 2018. He also serves as the head of the Career Development Center at the Faculty of Economics.

Milan Raičević, Teaching Assistant,
University of Montenegro



Milan Raičević, MSc, is a Teaching Assistant at the Faculty of Economics, University of Montenegro. He completed his master's studies in actuarial science at the Faculty of Economics and, currently, he is PhD candidate at the same faculty. Main fields of his interest are insurance and finance. He finished a two-year training course to obtain a certified actuary license. Milan is the author of several papers in international journals and conferences in the field of risk and insurance. Also, he had practical experience in the actuarial science and he has participated in a few bilateral and international projects. Some of the main courses that he teaches are: Insurance, Management of (financial) risks, Financial and Actuarial Mathematics, Mathematics for Business and Economics (in English), Economics of the firm.

Nemanja Popović, Teaching Assistant,
University of Montenegro



Nemanja Popović, PhD, is a Teaching Assistant at the Faculty of Economics, University of Montenegro. He entered the Faculty of Economics in Podgorica of the University of Montenegro in 2017 and graduated in 2020, as one of the best of his generation. He enrolled in master's studies at the Faculty of Economics in the same year and completed them in 2022. He enrolled in doctoral studies in 2022, and defended his initial research at the end of 2023. The dissertation is entitled "Interdependence of economic growth and income distribution". He began his professional career at the Faculty of Economics in Podgorica, as a teaching associate in macroeconomics. He is the author of numerous scientific papers and a participant in international conferences. He is also a member of the project teams at the Faculty of Economics, which deal with the application and implementation of national and international projects. As part of the Erasmus+ exchange, he stayed at important European faculties: the Warsaw School of Economics and the University of A Coruña, as a guest lecturer.

Milica Vukčević, Teaching Assistant,
University of Montenegro



Milica Vukčević, PhD, is a Teaching Assistant at the Faculty of Economics in Podgorica, at the Department of Finance and Accounting. Her research interests include financial statement analysis, corporate governance, and management accounting. She defended her master's thesis in 2019 and obtained a PhD in economics in December 2024, with a dissertation on the topic "Analysis of the possibilities of applying traditional and modern models for early detection of corporate bankruptcy in the Montenegrin and Serbian markets." She has furthered her professional development at universities in Poland and Romania, as part of the Erasmus+ staff mobility program. She is the author of several research papers published in international journals and co-author of the university textbook *Fundamentals of Management Accounting*. She has participated in numerous scientific conferences and seminars. She is fluent in English and Russian.

Jelena Jovović, Teaching Assistant,
University of Montenegro



Jelena Jovović has been employed as a Teaching Assistant at the Department of Finance and Accounting at the Faculty of Economics since 2020. She has completed her undergraduate and master's studies at the same Faculty, and she is currently a PhD candidate at the Université Côte d'Azur in Nice. She has participated in the implementation of several professional and scientific projects at the Faculty, and has also worked as a consultant for the World Bank and the United Nations offices in Montenegro. She has authored numerous scientific publications (presented on international conferences), and reviewed several papers for journals in the field of finance (Research in International Business and Finance and Finance Research Letters – Elsevier) indexed on the SSCI list. She is fluent in English and French.

Magdalena Đurašković, PR Manager at the Faculty of Economics,
University of Montenegro



Magdalena Đurašković is a PR manager at the Faculty of Economics since 2010. She is a master of International Marketing with a bachelor's degree in Political Science, majoring in Journalism. She is a former television journalist with extensive media experience. Responsible for public relations, communications, and event organization at the Faculty of Economics. As the leader of the work package in the first Erasmus+ coordinator project of the Faculty of Economics, ME Study in English, actively participates in the Faculty's international activities and projects. Actively works on improving communication strategies and promoting the Faculty through various initiatives and events.

CONFERENCE HOST

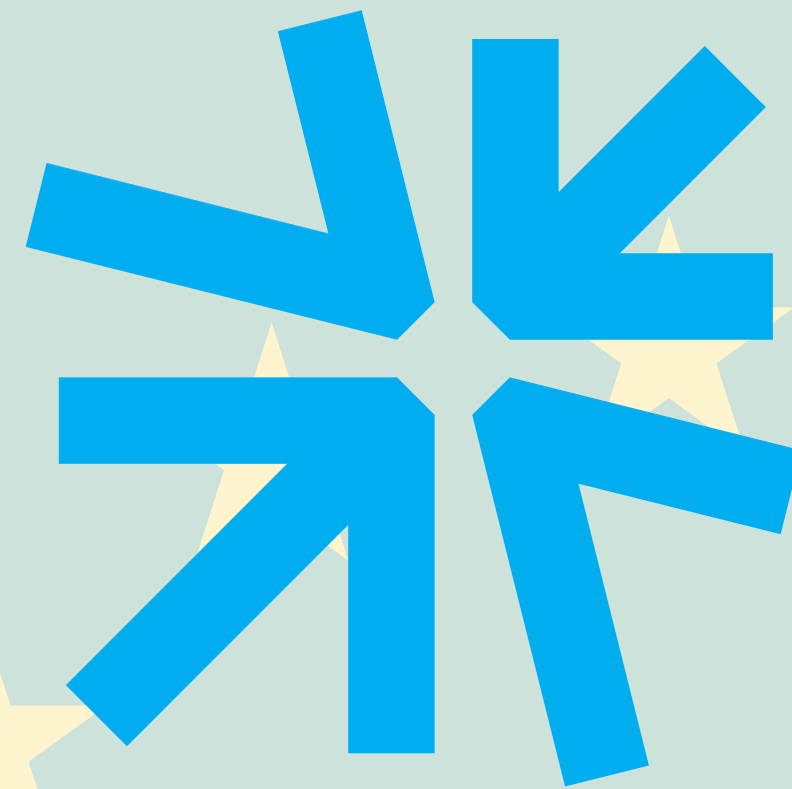
Hanan Nanić,
Journalist and Producer



Hanan Nanić is a journalist and producer based in Sarajevo, working at Al Jazeera Balkans since 2018. She is currently a producer in the Current Affairs department, where she creates and hosts studio programs, interviews, and field reports. She is also the creator and host of the travel documentary series 72+, which highlights cities in Europe and Africa through their culture, people, and innovative practices.

Nanić holds master's degrees in International Relations from Utrecht University and Political Science from the University of Zagreb. Before joining Al Jazeera, she worked as a journalist and editor in Croatia, taught and adjudicated high school and university debates, and participated in a security education project in Amsterdam.

Since 2021, she has been a moderator at various events across the region, from documentary film festivals to fintech conferences. Fluent in several languages, including English, she is known for covering a wide range of topics from politics to human interest stories.



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