



RETHINKING GROWTH: RESILIENCE, PURPOSE AND STRATEGIC RENEWAL

CONFERENCE PROGRAMME

WEDNESDAY, 14 OCTOBER 2026

19:00 | WELCOME COCKTAIL & NEXTGEN RESEARCHERS: POSTER SHOWCASE

Emerging Ideas. New Perspectives. Future Research.

Venue: Aula, School of Economics and Business, University of Sarajevo

THURSDAY, 15 OCTOBER 2026

09:30–10:00 | OFFICIAL CONFERENCE OPENING & WELCOME ADDRESSES

ROOM: Tondach Amphitheatre (3rd Floor)

Prof. Dr. Meliha Basic, Dean, School of Economics and Business, University of Sarajevo

Prof. Dr. Jasna Durakovic, Federal Minister of Education and Science

Prof. Dr. Amila Pilav-Velic, ICES 2026 Conference Chair

Prof. Dr. Selahattin Sari, 18th International Congress of Eurasian Economies and president of Eurasian Economists Association

10:00–11:00 | KEYNOTE SPEECHES

ROOM: Tondach Amphitheatre (3rd Floor)

Marko Vukosavovic, Head of Finance and Operations, AOM

In the Research of Truth

Prof. Dr. Marina Dabic, University of Ljubljana and University of Dubrovnik

Beyond the AI Buzz: Turning Generative AI's Challenges into Business Model Innovation

11:00–12:15 | MEET THE EDITORS: PUBLISHING RESEARCH FOR IMPACT

Moderator: Prof. Dr. Adnan Efendic

ROOM: Tondach Amphitheatre (3rd Floor)

| Bonnie Hayden Cheng | Marina Dabic | Dominik Kanbach | Ugljesa Marjanovic | Will Bartlett

12:15–12:30 | COFFEE BREAK

VENUE: Hallway (3rd Floor)





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THURSDAY, 15 OCTOBER 2026

12:30–14:00 | **PLENARY SESSION**

ROOM: Tondach Amphitheatre (3rd Floor)

Prof. Dr. Javier Gimeno, INSEAD

Rethinking Growth: Strategic Thinking and Competition in Times of Uncertainty

14:00–14:45 | **LUNCH**

VENUE: Aula

14:30 – 17:15 | **AOM session**

ROOM: Meeting Room (Ground Floor)

From Regional Management Communities to the Global Conversation: Building Bridges toward AOM 2027

Moderated discussion, moderated by Jakov Jandric, CROAM

Jacob Eisenberg: *Bring Your Ajvar to Vienna: Exploring Creativity from a Balkan Cultural Perspective*

Javier Gimeno: *From Fragmented Markets to Strategic Opportunity: Firms and Competition in the Balkan Region*

Oana Branzei: *Beyond the Transition-Economy Label: Developing Management Theory from the Balkans*

14:45–16:00 | **PARALLEL RESEARCH PAPER SESSIONS — BLOCK I**

Session 1: Artificial Intelligence, Digital Transformation and the Future of Work (**ROOM: ENET1, 3rd Floor**)

Session 2: Digital Markets, Consumer Behavior and Cybersecurity (**ROOM: ENET2, 3rd Floor**)

Session 3: Sustainable Business Models and Circular Transformation (**ROOM: 5, 3rd Floor**)

Session 4: ESG Strategy, Reporting and Responsible Business (**ROOM: MIT, 2nd Floor**)

16:00–17:15 | **PARALLEL RESEARCH PAPER SESSIONS — BLOCK II**

Session 5: Sustainable Finance, Banking and Climate Transition (**ROOM: ENET1, 3rd Floor**)

Session 6: Corporate Finance, Capital Markets and Firm Performance (**ROOM: ENET2, 3rd Floor**)

Session 7: Financial Literacy, Reporting and Risk Governance (**ROOM: 5, 3rd Floor**)

Session 8: Leadership, Ethics, Culture and Organizational Resilience (**ROOM: MIT, 2nd Floor**)

19:30 | **GALA DINNER (Hotel Holiday, Zmaja od Bosne 4, <https://maps.app.goo.gl/iWtXtGoZ8meSChek8>)**





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FRIDAY, 16 OCTOBER 2026

09:30–11:00 | PROFESSIONAL DEVELOPMENT WORKSHOP

(ROOM: ENET1, 3rd Floor)

Prof. Dr. Mia Basic, University of California, San Francisco (UCSF), USA

The Human + AI Equation: Future Skills, Work Design, and a New Research Agenda for Strategic HRM

11:00–11:15 | COFFEE BREAK

11:15–12:30 | PARALLEL RESEARCH PAPER SESSIONS — BLOCK III

Session 9: Entrepreneurship, Innovation and Strategic Renewal (ROOM: ENET1, 3rd Floor)

Session 10: International Trade, FDI and Geoeconomic Transformation (ROOM: ENET2, 3rd Floor)

Session 11: Governance, Institutions and Public-Sector Transformation (ROOM: 5, 3rd Floor)

Session 12: Macroeconomic Resilience, Inflation and Structural Policy (ROOM: MIT, 2nd Floor)

12:30–13:15 | LUNCH

13:15–14:30 | PARALLEL RESEARCH PAPER SESSIONS — BLOCK IV

Session 13: Economics of Peace, Justice and Inclusive Societies (ROOM: ENET1, 3rd Floor)

Session 14: Sustainable Tourism and Destination Resilience (ROOM: ENET2, 3rd Floor)

Session 15: Human Capital, Inclusive Transitions and Sustainable Infrastructure (ROOM: 5, 3rd Floor)



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RESEARCH PAPER SESSIONS

RESEARCH PAPER SESSION 1 - Artificial Intelligence, Digital Transformation and the Future of Work

Chair: Kemal Kacapor

(ROOM: ENET1, 3rd Floor)

Karajko, A., Skaljic, E. and Krivic, S.: *Artificial Intelligence in Bosnia and Herzegovina: A Study on Awareness, Attitude and Trust*

Sinkovic, D. and Hadzikaric, V.: *Ubi as Human Capital Investment vs. Investment in Ai: Rethinking Economic Futures in the Age of Technological Disruption: Beyond Redistribution: Universal Basic Income and Artificial Intelligence in a Resilient Political Economy*

Abdic, A., Abdic, A., Jahic, H., Lazovic – Pita, L. and Pestek, A.: *Artificial Intelligence in Bosnia and Herzegovina: Profiling Users and Non-Users in the Public Sector*

Tipura-Dervisic, N.: *Digital Transformation and Artificial Intelligence as Drivers of Business Model Innovation and Improved Environmental Sustainability*

Pribicevic, I. and Verbic, S.: *When Automation Replaces the Role but not the Person: Exploring Employee Readiness and Organizational Responsibility in the Age of AI-Driven Workforce Transformation*

Imamovic Leric, L., Godnov, U. and Gorenc Zoran, A.: *Artificial Intelligence and Strategic Decision-Making: A Framework for Organizational Performance in Emerging Economies*

Mahumcehajic, F. and Silajdzic, V.: *Artificial intelligence: challenges of new legal standards for corporate governance*

Hrnjic, A., Sahinovic Hajric, B. and Proho, M.: *The Impact of AI Tool Usage and Soft Skills on Academic Performance: A Comprehensive Hierarchical Regression Analysis*

Skaljic, E., Bajgoric, N. and Kacapor, K.: *AI Adoption from an Organizational Behaviour Perspective: A Systematic Literature Review*

Hecimovic, E. and Kacapor, K.: *Biometric Verification and Trust Formation in Digital Financial Services*

Kacapor, K. and Hadziosmic, N.: *Strategic Cybersecurity Investments as a Driver of Organizational Resilience: Evidence from Bosnia and Herzegovina*

Veselinovic, T. and Kacapor, K.: *Digital Learning Platform Use and Student Academic Engagement: A Technology Acceptance Perspective*





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RESEARCH PAPER SESSIONS

RESEARCH PAPER SESSION 2 - Digital Markets, Consumer Behaviour and Cybersecurity

Chair: Mediha Arnaut-Smajlovic

(ROOM: ENET2, 3rd Floor)

Dacev, N.: *The Impact of Digital Technologies on the Insurance Industry: Innovation, Risk Management, and Regulation*

Popovici, A.: *Globalization Through Streaming: The Transformation of the International Music Economy*

Arnaut Smajlovic, M., Pestek, A. and Dzaferovic, L.: *The Role of Giveaway Campaigns in Digital Marketing*

Aydin, D.: *Does Generative AI Amplify Gender Stereotypes in Advertising? A Cross-Modal Analysis of Text-to-Video Outputs*

Nallbani Berisha, S. and Nallbani Batalli, D.: *Music, Emotion and Consumer Purchasing Decisions: A Behavioral Economics Perspective on Consumer Choice: An Empirical Analysis of Emotional Engagement, Sensory Marketing and Purchase Intentions in Contemporary Consumer Markets*

Berberovic, D., Arnaut Smajlovic, M. and Kahvedzic, M.: *Key Factors Influencing Mobile Banking Adoption: The Perspective of Banks*

Vukovic, D.: *Consumer Behavior in the Age of Artificial Intelligence: Trust, Acceptance and Digital Decision – Making*

Pekevski, S., Kolar, J. and Dzajic Ursicc, E.: *Realatonship Between Country Branding Campaigns and Legal Frameworks on Development of Startups*

RESEARCH PAPER SESSION 3 - Sustainable Business Models and Circular Transformation

Chair: Jasmina Mangafic

(ROOM: 5, 3rd Floor)

Muraspahic, A.: *From Sustainable Business Models to Business Process Innovation: Unpacking the Mechanisms of Operational Transformation*

Kazazic, I.: *A Comparative Study of Sustainable Business Model Innovation in the Global Furniture Industry*

Rozajac, A.: *From Linear to Circular Business Model Innovation in Manufacturing Firms*

Busatlic, S.: *Sustainable Business Models in the Textile Industry: Integrating Best Practices into Fast Fashion Framework*

Javoric Stefatic, S.: *Business Model Transformation in SMEs in Response to Sustainability Challenges: Evidence from Emerging Markets with Focus on Bosnia and Herzegovina*

Imamovic, L.: *Circular Business Models and Sustainable Performance: A Resource-Based and Reporting Perspective*

Kirinic Silov, V., Vukovic, D. and Lesinger, G.: *ESG Communication, Authenticity and Stakeholder Trust: Developing an Integrated Model of Sustainable Organization Communication*





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RESEARCH PAPER SESSIONS

RESEARCH PAPER SESSION 4 - ESG Strategy, Reporting and Responsible Business

Chair: Sevala Isakovic Kaplan

(ROOM: MIT, 2nd Floor)

Broz Tominac, S., Dragija Kostic, M. and Barbieri, I.: *Croatian Public Sector Accountants and Non-Financial Reporting: A Survey of Involvement and Perceptions*

Halimic, N.: *The Impact of Organizational Culture and Employee Behavior on the Development and Implementation of Sustainable Business Models*

Omerhodzic, E.: *ESG Reporting in Public Enterprises: Regulatory and Institutional Challenges in the Federation of Bosnia and Herzegovina*

Djulovic Omerovic, E.: *From ESG Compliance to Strategic Innovation: How Firms Transform Sustainability Requirements into Competitive Advantage*

Selimovic, S.: *Sustainable Business Models and ESG Performance: Evidence from SMEs in the Western Balkans*

Fajdetic, B.: *Determinants of Energy Poverty in the EU: A Panel Data Analysis*

Novakovic, D.: *Croatian Companies' Response to the New ESG Reporting Paradigm of the European Union*

RESEARCH PAPER SESSION 5 - Sustainable Finance, Banking and Climate Transition

Chair: Nejra Hadziahmetovic-Milistic

(ROOM: ENET1, 3rd Floor)

Zejnelagic, A.: *Transformational Leadership, Innovation Culture, Organizational Ambidexterity and ESG Principles in the Banking Sector of the Federation of Bosnia and Herzegovina*

Jadreskic, O.: *The Development of Sustainable Finance in the Western Balkans and Its Relationship with Economic Growth*

Zejnelagic, A.: *Understanding Leadership and Bank Sustainability in the Federation of Bosnia and Herzegovina*

Tatic, V.: *The Impact of Banking Sector on Green Strategies Development in Non-Green SMEs*

Banduka, G.: *Climate Transition as a Driver of Business Model Transformation in Banks*

Miklic, B., Kunsek, M. and Tekavcic, M.: *Sustainable Taxes*





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RESEARCH PAPER SESSIONS

RESEARCH PAPER SESSION 6 - Corporate Finance, Capital Markets and Firm Performance

Chair: Dzafer Alibegovic

(ROOM: ENET2, 3rd Floor)

Sorlija, N.: *The Impact of Operational Efficiency on Corporate Profitability: An Analysis of the European Automotive Industry*

Jakasa, P., Perkusic, D. and Lolic Cipic, M.: *The Impact of Financial Leverage on Corporate Investments*

Tabakovic, M.: *Testing Capital Structure Theories in a Transition Economy: Empirical Evidence on the Determinants of Corporate Profitability in Bosnia and Herzegovina*

Jukic, N., Olgic Drazenovic, B. and Tomas Zikovic, I.: *Determinants of Stock Price Volatility in EU Capital Markets: A Panel Analysis*

Antic, R.: *Determinants of Firm Resilience Across Different Economic Environments Evidence from European Companies*

Mladineo, L. and Susak, T.: *The Impact of Receivables – to – Total – Assets Ratio on Corporate Liquidity: A Quantitative Analysis of the Manufacturing Sector on the Zagreb Stock Exchange*

Cetin, H.: *Bitcoin, Gold or Silver? Comparing their Effects on Turkish Lira and Foreign Currency Deposits: Evidence from Türkiye*

Nuhbegovic, S.: *Triple Accounting as the Basis of a Fair VAT Collection System in Bosnia and Herzegovina*

RESEARCH PAPER SESSION 7 - Financial Literacy, Reporting and Risk Governance

Chair: Lejla Lazovic – Pita

(ROOM: 5, 3rd Floor)

Loncar, I., Svilokos, T. and Zdilar, A.: *Cross-Country Comparison of High School Students' Financial Knowledge*

Taskovski, F., Paceskoski, V., Georgieva Svrtnov, V. and Siljanoska Taskovska, T.: *Central Bank Policy Responses to Inflation and Financial Reporting Challenges: Comparative Evidence from Serbia and North Macedonia*

Delic, A. and Zaimovic, A.: *Subjective Financial Well-Being among Students in Bosnia and Herzegovina*

Vujeva, K.: *Target2 Imbalances as a Settlement Substitute: Interbank Market Fragmentation and Financial Stress in the Euro Area*

Demirovic, L., Piralic, A. and Hadzimuratovic, A.: *Aml Anti-Money Laundering Risk Management and Governance: The Role of Professional Oversight in Bosnia and Herzegovina*





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RESEARCH PAPER SESSIONS

RESEARCH PAPER SESSION 8 - Leadership, Ethics, Culture and Organizational Resilience

Chair: Amila Bijedic

(ROOM: MIT, 2nd Floor)

Stavrova, E.: *Socratic Intellectualism and the Identity of Knowledge and Virtue: Foundations of Rational Ethics*

Hodzic, I.: *Employee Engagement and Internal Mobility in a Post-Merger Context: A Mixed-Methods Study Using the Gallup Q12 Model*

Makas, A., Pasic, S. and Kerla, M.: *Women in Boardrooms in the Transiting Economies in Case of Bosnia and Herzegovina Banking Sector*

Kuşakci, S.: *Virtue-Based Leadership as a Source of Organizational Resilience: Insights from Islamic Ethical Thought*

Areh, V.: *When Best Practices Fail: Organizational Culture and the Collapse of Total Quality Management in a Public Broadcaster*

Viskovic Vasic, J.: *Employer Branding in the Context of Corporate Sustainability: Evidence from Employees' Perspectives in the Information Technology and Financial Sectors of Bosnia and Herzegovina*

Erjavec, E. and Tajnikar, M.: *COVID-19 Pandemic and Hospital Efficiency: The Case of Slovenia*

Tabakovic, M. and Kacapor, K.: *From Operational Excellence to Organizational Resilience: The Strategic Role of Business Process Transformation in a Transition Economy*

RESEARCH PAPER SESSION 9 - Entrepreneurship, Innovation and Strategic Renewal

Chair: Elvir Cizmic

(ROOM: ENET1, 3rd Floor)

Buljan, B. and Krce Miodic, B.: *When Intention Becomes Action: Economic Activity Change as Strategic Renewal Among Established Entrepreneurs*

Florczak, E.: *Social Enterprise Model in Response to Pro-Social Assumptions of Economic Development*

Haveric, A.: *EEO as a Sustainable Business Model*

Telalovic, A.: *The Role of Dynamic Capabilities in Sustainable Business Model Innovation: Evidence from SMEs in Bosnia and Herzegovina*

Avdic, S. and Arslanagic Kalajdzic, M.: *Market Intelligence in New Product Development: Qualitative Evidence from B2B Firms in Bosnia and Herzegovina*





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RESEARCH PAPER SESSIONS

RESEARCH PAPER SESSION 10 - International Trade, FDI and Geoeconomic Transformation

Chair: Adnan Muminovic

(ROOM: ENET2, 3rd Floor)

Doğan, D.: *A Comparative Analysis of the Iraq Development Road Project: Assessing Logistics Efficiency, Economic Viability and Sustainability against BRI and IMEC Corridors*

Pekevski, S.: *Impact of country branding campaigns on development of startups*

Treitler, B. and Hadzikaric, V.: *Trade Governance Meets Post-Work Welfare: Institutional Compatibility Between ESG Trade Provisions and Universal Basic Income*

Kurtcehajic, F.: *From Remittances to Investment: Evaluating Whether Bosnia and Herzegovina's Labor Reforms Address the Diaspora's Stated Investment Barriers*

Fetahi-Vehapi, M., Jonuzi, F. and Jonuzi, F.: *Determinants of Bilateral Trade and FDI Flows in the Western Balkan Countries: A Gravity Model Analysis*

RESEARCH PAPER SESSION 11 - Governance, Institutions and Public-Sector Transformation

Chair: Mahir Proho

(ROOM: 5, 3rd Floor)

Zizic, M. and Medenica Mitrovic, D.: *Strengthening Compliance and Transparency in Public Institutions During EU Accession: Evidence from Montenegro*

Sekulovska Jovkovska, A.: *E-Government, Digital Services and English Terminology: Challenges in Public Administration*

Velaga Lipic, B.: *Quantitative Evaluation of Public Policy Effectiveness in Strengthening Economic Resilience: Evidence from Bosnia and Herzegovina*

Proho, M., Hadziahmetovic-Milisic, N., Torlakovic, A. and Dedovic, L.: *Measuring Institutional Effectiveness under SDG 16.6: Towards a Multidimensional Governance Framework*

Zigic, T.: *Digitalization and Integration of Public Sector Administration in Bosnia and Herzegovina*

Mocevic, A. and Lazovic-Pita, L.: *Local Public Debt in FBiH: Does Development Level Matter?*





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RESEARCH PAPER SESSIONS

RESEARCH PAPER SESSION 12 - Macroeconomic Resilience, Inflation and Structural Policy

Chair: Hatidza Jahic

(ROOM: MIT, 2nd Floor)

Komar, E., Jahic, H. and Arnaut, E.: *Macroeconomic Shocks and the Phillips Curve: Experiences of Bosnia and Herzegovina and Montenegro (2018–2024)*

Ozlen Hic, F., Hic Gencer, A. and Hic, S.: *Why Does Economic Growth in Türkiye Remain Below its Potential: Productivity, Macroeconomic Fragilities and Structural Challenges*

Yuksel, S.: *Can Every Country Run a Trade Surplus? Rethinking Trade Success in the Global*

Tevdovski, D.: *Rising Wages, Muted Inflation: Wage–Price Pass-Through in Post-Transition European Economies*

Raguz Kristic, I., Sliskovic, T., Beg, M.: *Convergence of Emission Intensity in the European Union: A Club-Based Analysis*

RESEARCH PAPER SESSION 13 - Economics of Peace, Justice and Inclusive Societies

Chair: Adnan Efendic

(ROOM: ENET1, 3rd Floor)

Muminovic, A. and Efendic, A.: *The varying effects of war on different types of trust: generalized and institutional trust in post-conflict Bosnia and Herzegovina*

Friehe, T. and Schulte, E.: *Avoiding climate adaptation information: The case of heterogeneous priors*

Mustafic, S. and Efendic, A.: *The economic returns of informal networking: empirical evidence from the Western Balkans region*

Prica, I. and Bartlett, W.: *The impact of inclusive, exclusive and extractive institutions on the quality of life in the EU and Western Balkans countries*

Berthold, D.: *Could proprietary software exacerbate planned obsolescence?*

Türker, G.: *An economic impact analysis of Türkiye's soft power in the Balkans: the case of Bosnia and Herzegovina*

Kurtcehajic, H.: *Strategic renewal or irrelevance: Europe and the plausible rise of Africa*





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RESEARCH PAPER SESSIONS

RESEARCH PAPER SESSION 14 - Sustainable Tourism and Destination Resilience

Chair: Vedran Milojica

(ROOM: ENET2, 3rd Floor)

Kozic, I.: *Tourism Sustainability Assessment: A Macroeconomic Approach*

Klarin, T.: *Croatian Islands at a Crossroads: EU Policy, Territorial Cohesion and Sustainable Tourism*

Kekovic, N.: *Between Overtourism and Underdevelopment: Cross-Border Cooperation as a Tool for Sustainable Tourism Diversification in Montenegro*

Honsic, O., Dzogovic, A. and Skrijelj, H.: *Tourist Demand in Peja Municipality: Comparative Analysis in Relation to Prishtina and Prizren*

Alkier Tomic, R., Gracan, D. and Milojica, V.: *Influence of Destination Attractiveness, Accommodation and Safety Perception on Tourist's Satisfaction and Revisit Intention to Dubrovnik*

Jurincic, N.: *Communicatively Co-Constructed Resilience in Tourism Crises: A Crisis Communication Model for Destination Recovery*

Zovko, M., Beros, I., Markovic Vukadin, I. and Matotek, L.: *Assessing Nature-based Solutions in Ramsar Wetlands: A Comparative IUCN Global Standard Evaluation of Kopacki Rit and Hutovo Blato*

RESEARCH PAPER SESSION 15 - Human Capital, Inclusive Transitions and Sustainable Infrastructure

Chair: Amra Kozo

(ROOM: 5, 3rd Floor)

Aljovic, A.: *Multilingualism and Employability: Language Skills as Competitive Advantage in the Future of Work*

Moranjkic, A.: *Challenges in the Transition of Public Transport Towards Sustainability*

Cizmic, E., Rahimic, Z., Sestic, M., Hrnjic, A.: *The Impact of Green Knowledge Management on Employee Work Performance*

Cizmic, E., Rahimic, Z., Sestic, M., Bijedic, A.: *Shaping the Future of Workplace? The Impact of Artificial Intelligence Application on Employee Innovative Behaviour*

Kuloglija, E.: *Green Minds, Sustainable Choices: University Students' Perspective*

Rahman, I. A.: *Challenges, Opportunities and the Role of the Community in Sustainable Waste Management in the Kota Bharu-Bandaraya Islam Municipal Council (MPKB-BRI): A Qualitative Study*

Şişlioğlu, M.: *A Generalized Simulation–MCDM Framework for Selecting the Infrastructure Investments Alternative in Commercial Ports*

Ahmethodzic, A. and Knezovic, E.: *Green Human Resource Management Research: A Systematic Review and Research Agenda*

