

15th International Symposium Engineering Management and Competitiveness 2025 (EMC 2025)

Symposium Program¹

Place and time of the Symposium:

Symposiums dates are Friday and Saturday, June 20-21.06.2025.

Presentations are scheduled online in sessions with 15 minute slots per paper in Plenary session and 10 minute slots per paper in session 1 and 2.

Friday, June 20, 2025.

10.00h - 10.10h - Opening of the Symposium

10.10h - 11.10h - Plenary Session

Dragan Čočkaló, Mihalj Bakator, Sanja Stanisavljev, Milan Nikolić, Edit Terek Stojanović, Mila Kavalić, Dragana Kovač
EDUCATION, ENVIRONMENT, AND INTENTIONS: DIGITAL ENTREPRENEURSHIP IN SOCIETY 5.0

Mohammad Anisseh
ASSESSING THE CONFORMITY OF SADERAT BANK'S PERFORMANCE WITH THE EFQM EXCELLENCE CRITERIA

Zsombor Nagy, László Szabó
ON-PREM VS CLOUD LLMS FOR GDPR-COMPLIANT CUSTOMER-SERVICE CHATBOTS IN THE HOTEL INDUSTRY

Marija Stanojeska
ASSESSMENT OF THE VITALITY OF AI TOOLS IN EDUCATIONAL PROCESS FROM ACADEMIC STUDENTS PERSPECTIVE

11.10h – 12.00h –Session 1

Ali Reza Afshari, Niloofar Ghayeni, Yousof Rezakhani
DEVELOPING INDICATORS FOR ENERGY MANAGEMENT IN RESIDENTIAL BUILDINGS IN IRAN USING FUZZY DELPHI METHOD

Mirjana Misita, Vesna Spasojević Brkić, Roberto Lujic, Nemanja Janev, Martina Perišić, Neda Papić
SURVEYING THE INFLUENTIAL FACTORS ON WHOLE-BODY VIBRATION AT EARTHMOVING MACHINERY WORKPLACES

Vladan Paunović, Sanja Puzović, Jasmina Vesić Vasović
THE APPLICATION OF MCDM METHODS IN IMPROVING THE PLANNING OF THE PRODUCTION PROCESS

Rozita Petrinška Labudovikj, Robert Minovski, Bojan Jovanoski, Atanas Kochov
LEAN TRANSFERRED – LESSONS FROM HEALTHCARE

¹* The organizer allows the possibility of changes in the program, in accordance with the specific requirements of the authors and the technical and time constraints of the Symposium. That is why we encourage the authors to communicate their specific requirements at registration.

Snežana Mirković, Mila Kavalić, Verica Gluvakov, Mihalj Bakator, Stefan Ugrinov
EFFECTS OF THE APPLICATION OF ARTIFICIAL INTELLIGENCE ON TIME AND COST
SAVING IN THE SELECTION PROCESS

12.00h – 12.15h - Break

12.15h - 13.15h – Session 2

Stefan Ugrinov, Verica Gluvakov, Luka Đorđević, Borivoj Novaković, Velibor Premčevski, Mića Đurđev
REVERSE LOGISTICS AS A STRATEGIC TOOL FOR COMPETITIVE ADVANTAGE IN
MANUFACTURING

Natalija Nikolić
GIS-BASED MCDA SUITABILITY ANALYSIS FOR ECOTOURISM MANAGEMENT IN THE
“VRŠAC MOUNTAINS” (SERBIA)

Leontina Pap
OVERVIEW OF STUDIES RELATED TO GENDER EQUITY IN LEADERSHIP: ETHICAL
CHALLENGES AND SOLUTIONS FOR BREAKING THE GLASS CEILING

Verica Gluvakov, Mila Kavalić, Milan Nikolić, Sanja Stanisavljev, Snežana Mirković
ANALYSIS OF BURNOUT SYNDROME AT THE LEVEL OF MIDDLE MANAGEMENT IN
SERBIAN COMPANIES

Dragana Kovač, Edit Terek Stojanović, Maja Gaborov, Branislava Radišić, Melita Čočkalović-Hronjec
THE INFLUENCE OF LEADERSHIP AND ORGANIZATIONAL CULTURE ON EMPLOYEE
CREATIVITY

Poster Session

Mohammad Anisseh
ASSESSING THE CONFORMITY OF SADERAT BANK'S PERFORMANCE WITH THE EFQM
EXCELLENCE CRITERIA

Larisa Nikitina, Maria Tabachnikova
EXTERNAL DETERMINANTS OF CORPORATE SOCIAL RESPONSIBILITY PRACTICES IN
INDUSTRIAL ENTERPRISES OF THE VORONEZH REGION

Zorana Antić, Srđan Bogetić
THE USE OF STANDARDIZED TECHNOLOGIES IN ENHANCING THE TOURIST
CUSTOMER EXPERIENCE

Mića Đurđev, Luka Đorđević, Borivoj Novaković, Eleonora Desnica, Mihalj Bakator, Stefan Ugrinov
VEHICLE ROUTING OPTIMIZATION PROBLEM IN LOGISTICS AND SUPPLY CHAIN
MANAGEMENT

Ljiljana Stošić Mihajlović, Marija Mihajlović
ORGANIZATION AND OPERATIONAL MANAGEMENT OF MANUFACTURING
COMPANIES

Dijana Tadić Stanić
BARRIERS TO THE IMPLEMENTATION OF QUALITY 4.0: THE CASE OF THE REPUBLIC OF
SERBIA

Ognjen Trifunovic, Slavica Prvulovic, Jasna Tolmac, Ljubisa Josimovic, Dejan Bajic, Branislava Radisic

ENHANCING GAS TRANSPORT EFFICIENCY THROUGH THE INSTALLATION OF THE THREE-STAGE COMPRESSOR UNIT RAM 54

Snežana Jokić, Maša Magzan, Ana-Maria Karleuša

MENTAL MODELS AS CHANGE CATALYSTS IN EDUCATIONAL LEADERSHIP

Milica Josimović, Milena Cvjetković, Nikola Radivojević, Milovan Cvjetković

THE IMPACT OF BURNOUT AT WORK ON HOTEL COMPETITIVENESS IN THE REPUBLIC OF SERBIA

Dragana Sajfert, Nikola Jančev, Ana-Marija Vukić

THE ANALYSIS AND MEASUREMENT OF JOB SATISFACTION AMONG DIGITAL DESIGNERS

Mihalj Bakator, Luka Đorđević, Borivoj Novaković, Stefan Ugrinov, Verica Gluvakov, Velibor Premčevski

MARKETING TRENDS AND DEVELOPING BUSINESS COMPETITIVENESS

Valentina Bozoki, Marija Pešić, Ineta Nemeša, Danka Đurđić

POSITIONING OF SUSTAINABLE FASHION BRANDS IN SERBIA

Ines Djokic, Nikola Milicevic, Nenad Djokic, Aleksandar Grubor

CUSTOMER PERCEPTIONS OF ARTIFICIAL INTELLIGENCE IN SALES AND MARKETING

Tamara Milić, Biljana Radulović, Igor Vecštejn

ANALYSIS OF THE USE OF DIGITAL CHANNELS IN CUSTOMER RELATIONSHIP MANAGEMENT - CONSUMER ATTITUDES ON DIGITAL COMMUNICATION AND IT SOLUTIONS

Bruno Završnik

THE USAGE OF ARTIFICIAL INTELLIGENCE IN DIGITAL ADVERTISING

Marko Aleksić, Dušan Cvrkušić, Radmila Bjekić, Nemanja Berber, Dimitrije Gašić

IMPLEMENTATION OF CIRCULAR ECONOMY AS A STRATEGY FOR SUSTAINABLE COMPETITIVE ADVANTAGE

Branimir Kalaš, Vera Mirović, Nataša Pavlović

ENVIRONMENTAL TAXATION AND ECONOMIC DEVELOPMENT NEXUS IN NORDIC COUNTRIES

Radojko Lukić

APPLICATION OF LMAW AND RAWEC METHODS IN PERFORMANCE ANALYSIS OF TRADING COMPANIES IN SERBIA

Vera Mirović, Nataša Pavlović, Branimir Kalaš

REVENUE TRENDS IN ENERGY TAXATION ACROSS THE BENELUX AND BALTIC REGIONS

Miloš Pjanić, Jelena Andrašić, Miloš Đaković

GLOBAL ECONOMIC SHOCKS AND THEIR IMPACT ON FINANCIAL MARKETS VOLATILITY

Saša Gatarić, Ljubica Kazi

TECHNOLOGIES BEHIND THE WEB PORTALS OF SERBIAN IT COMPANIES: HOSTING
AND WEB DEVELOPMENT TRENDS

Dragana Glušac, Nemanja Kašiković, Velibor Premčevski, Aleksandar Anđelković, Nemanja Tasić
THE EDUCATIONAL PLATFORM ASKING IN THE SERVICE OF DIGITAL
TRANSFORMATION OF SOCIETY

Nemanja Tasić, Dragana Glušac, Tamara Milić, Valentina Bozoki, Igor Vecštejn
MANAGING THE TRANSITION TO A HYBRID LEARNING MODEL