



Univerza v Novem mestu
University of Novo mesto

Fakulteta za ekonomijo in informatiko
Faculty of Economics and Informatics

SKEI 2024: TRAJNOSTNI RAZVOJ IN UMETNA INTELIGENCA /
SKEI 2024: SUSTAINABLE DEVELOPMENT AND ARTIFICIAL INTELLIGENCE

Novo mesto, 18. april 2024

PROGRAM KONFERENCE / CONFERENCE PROGRAMME

8.00–9.00	PRIHOD IN PRIJAVA UDELEŽENCEV <i>ARRIVAL AND REGISTRATION</i>
9.00–10.00	OTVORITEV ZNANSTVENE KONFERENCE <i>OPENING OF THE SCIENTIFIC CONFERENCE</i>
10.00–10.30	PLENARNO PREDAVANJE <i>PLENARY OPENING SESSION</i>
Predsedujoča <i>Chair: dr. Malči Grivec</i>	
<i>Dr. Stevanče Nikoloski</i> Sinergija umetne inteligence in narave: večciljna regresija za okoljsko analitiko <i>AI and Nature Synergy: Multi-target Regression for Environmental Analytics</i>	
10.30–11.00	ODMOR / <i>BREAK</i>
11.00–12.30	DELO V SEKCIJAH <i>WORK SESSIONS</i>
12.30–13.45	KOSILO <i>LUNCH</i>
13.45–15.15	DELO V SEKCIJAH <i>WORK SESSIONS</i>
15.15–15.30	ODMOR <i>BREAK</i>
15.30–15.50	PLENARNI ZAKLJUČEK KONFERENCE <i>PLENARY CONCLUSION OF THE CONFERENCE</i>
16.00–17.00	Dolenjski muzej: Arheološki podobi Dolenjske <i>Dolenjski muzej: The Archaeological Image of Dolenjska</i>

Partnerji konference / Conference Partners:

University of Novo mesto Faculty of Economics and Informatics, Novo mesto, Slovenia
Sveučilište/Univerzitet »VITEZ« Travnik, Bosnia and Herzegovina
University of Applied Sciences "Lavoslav Ružička" in Vukovar, Vukovar, Croatia
Modern Business School (MBS), Beograd, Serbia
BLC Banja Luka College, Banja Luka, Bosnia and Herzegovina
University of FINRA Tuzla, Tuzla, Bosnia and Herzegovina
Faculty of Economics, University of Niš, Serbia
Institute of Economics and Finance, University of Szczecin, Szczecin, Poland



SEKCIJA 1: Izzivi financiranja, računovodenja in davkov

SESSION 1: Financing, Accounting and Tax Challenges

Predsedujoči *Chair*: mag. Igor Makovec

<p><i>Urška Didovič, dr. Malči Grivec</i> Računovodske informacije in odločanje slovenskih podjetij Accounting Information and Decision-Making of Slovenian Companies</p>
<p><i>Samra Fejzić, dr. Envera Halilčević</i> Primjena kreativnog računovodstva u finansijskim prevarama The Application of Creative Accounting in Financial Frauds</p>
<p><i>Mirela Hujdur, dr. Envera Halilčević</i> Djelovanje eksterne i forenzičke revizije na otkrivanje finansijskih prevara Effect of External and Forensic Audit on Discovery of Financial Fraud</p>
<p><i>Aleksa Jakica, dr. Miloš Dragosavac</i> Finansijski rizici kao posledica primene digitalizacije Financial Risks as a Consequence of the Application of Digitalization</p>
<p><i>Viviana Kukar, dr. Malči Grivec</i> Kompetence računovodij v Sloveniji Competencies of Accountants in Slovenia</p>
<p><i>Patricija Lah, dr. Malči Grivec</i> Etičnost računovodij Ethics of Accountants</p>
<p><i>Urška Longar, dr. Malči Grivec</i> Primerjava različnih načinov zaposlitve v Sloveniji Comparison of Different Methods of Employment in Slovenia</p>
<p><i>Dajana Marković, dr. Envera Halilčević</i> Uloga forenzičke revizije u suzbijanju prevara u vidu korupcije The Role of Forensic Audit in Combating Fraud in the form of Corruption</p>
<p><i>Eugene Muvunyi, Daniel Twesige</i> Ali spol, oblika in velikost poslovne organizacije vplivajo na odnos davkoplačevalcev do davčne skladnosti? Do Gender, Form and Size of Business Organisation Influence the Behaviour of Taxpayers towards Tax Compliance?</p>
<p><i>Rašid Topoljak, dr. Semina Škandro</i> Uticaj revizije na pouzdanost finansijskog izvještavanja preduzeća u federaciji Bosne i Hercegovine Impact of Audit on Reliability of Financial Reporting of a Company in the Federation of Bosnia and Herzegovina</p>
<p><i>Urška Ambrožič, dr. Malči Grivec</i> Analiza računovodskih izkazov podjetja x Analysis of Financial Statements of Company X</p>
<p><i>Nikola Radović, dr. Vesna Bogojević Arsić</i> Predviđanje verovatnoće bankrotstva u kontekstu procene finansijske održivosti preduzeća Prediction of the Probability of Bankruptcy in the Context of Evaluation of a Company's Financial Sustainability</p>



SEKCIJA 2: Izzivi zaposlovanja in kadrovanja

SESSION 2: Recruitment and Staffing Challenges

Predsedujoča Chair: dr. Mojca Blažič

<p><i>Rebeka Bajc, dr. Jasmina Starc</i></p> <p>Proces zaposlovanja v Adria Mobil, d. o. o. Recruitment Process at Adria Mobil, d. o. o.</p>
<p><i>Luka Cerjak, dr. Jasmina Starc</i></p> <p>Proces zaposlovanja na občini v Posavju Recruitment Process at a Municipality in Posavje</p>
<p><i>Nikola Nedeljković, dr. Bojana Ostojić</i></p> <p>Značaj teorija ličnosti i individualnosti zaposlenih u organizaciji The Importance of Theories of Personality and Individuality of Employees in an Organization</p>
<p><i>Lea Debevc, dr. Mojca Blažič</i></p> <p>Vloga osebnih vrednot pri sprejemanju kariernih odločitev The Role of Personal Values in Career Decision-Making</p>
<p><i>Nika Filipovič, dr. Jasmina Starc</i></p> <p>Motivacija zaposlenih v podjetju Revoz, d. d., oddelek logistike Employee Motivation at Revoz, d. d., Logistics Division</p>
<p><i>Katja Irt, dr. Jasmina Starc</i></p> <p>Vpliv vodenja in stilov vodenja na zaposlene - sistematičen pregled literature The Impact of Leadership and Leadership Styles on Employees - A Systematic Literature Review</p>
<p><i>Katarina Knežević, dr. Jelena Lukić Nikolić</i></p> <p>Evaluacija i nagrađivanje timskih performansi u uslovima savremenog poslovanja: implikacije za lidere i menadžere Evaluating and rewarding team performance in contemporary business environment: implications for leaders and managers</p>
<p><i>Lara Zorko, dr. Mojca Blažič</i></p> <p>Karijerne prilike mladih žensk v digitalni dobi Career Opportunities of Young Women in the Digital Age</p>
<p><i>Larisa Kolenc, dr. Jasmina Starc</i></p> <p>Nagrajevanje zaposlenih v podjetju Intermatic, d. o. o. Rewarding Intermatic, d. o. o., Employees</p>
<p><i>Klara Piškur, dr. Mojca Blažič</i></p> <p>Analiza razvoja kariere ključnih kadrov v izbranem podjetju Analysis of the Career Development of Key Staff in a Selected Company</p>
<p><i>Kaja Kovač, dr. Jasmina Starc</i></p> <p>Osebnostne lastnosti potujočih trgovcev v trgovskem podjetju Personality Characteristics of Travelling Salesmen in a Trading Company</p>



SEKCIJA 3: Menedžment v zdravstvu

SESSION 3: Management in Healthcare

Predsedujoči *Chair: dr. Sebastian Lahajnar*

<p><i>Darko Bošnjak, mag. Tanja Bavrka</i> Uloga digitalnog marketinga u promociji zdravstvenih usluga The Role of Digital Marketing in the Promotion of Health Services</p>
<p><i>Dijana Kustura, mag. Sabina Bis</i> Načini pružanja dugotrajne skrbi neurološkim bolesnicima nakon otpusta iz zdravstvenih ustanova u Hrvatskoj Ways of Providing Long-Term Care to Neurological Patients after Discharge from Healthcare Facilities in Croatia</p>
<p><i>Iva Marić, Amila Kasumović</i> Karakteristike prematurusa u porodilištu kantonalne bolnice u Travniku Characteristics of Premature Infants in the Maternity Ward of the Cantonal Hospital In Travnik</p>
<p><i>Silvija Ordulj, dr. Sead Karakaš</i> Epidemiološke karakteristike obolijevanja od morbila na prostoru splitsko – dalmatinske županije Epidemiological Characteristics of Measles Incidence in the Split-Dalmatia County</p>
<p><i>Tjaša Plevnik, Mateja Šimec</i> Pacijent z anafilaksijo A patient with anaphylaxis</p>
<p><i>Andrea Semeš, Katarina Mišić</i> Utjecaj društvenih mreža na promociju tjelesne aktivnosti i zdravlja The Influence of Social Media on the Promotion of Physical Activity and Health</p>
<p><i>Belma Šišman, dr. Jamila Jaganjac</i> Organizacijski modeli zdravstvene njege i nematerijalna motivacija medicinskih sestara/tehničara Organisational Models of Health Care and Intangible Motivation of Nurses/Technicians</p>
<p><i>Nevena Vasiljević, dr. Snežana Knežević</i> Osnaživanje zdravstvenih menadžera sa finansijskom pismenošću: Podsticanje održivosti u zdravstvu Empowering Healthcare Managers with Financial Literacy: Fostering Sustainability in Health Care</p>



SEKCIJA 4: Ekonomija in poslovne vede

SESSION 4: Economics and Business Sciences

Predsedujoča Chair: dr. Karmen Erjavec

<p><i>Ana Blažev, Danijela Vakanjac</i></p> <p>Važnost kreativnog mišljenja u poslovnom svijetu The Importance of Creative Thinking in the Business World</p>
<p><i>Dominika Dežman, dr. Malči Grivec</i></p> <p>Etično sporne prakse v oglaševanju Ethically Objectionable Practices in Advertising</p>
<p><i>Helen Dumendžić, mag. Zvonimir Filipović</i></p> <p>Tržište meda u republici Hrvatskoj: izazovi i perspektive malih proizvođača – studija slučaja Honey Market in the Republic of Croatia: Challenges and Perspectives of Small Producers – Case Study</p>
<p><i>Sandra Jene, dr. Malči Grivec</i></p> <p>Pomen integritete pri poslovanju podjetij in pregled kršitev integritete od leta 2017 do leta 2024 The Importance of Integrity in Business Operations and a Review of Court Practices Based on Integrity Violations from 2017 to 2024</p>
<p><i>Jurica Jurić, dr. Natko Klanac</i></p> <p>Transformacija trgovine na veliko i malo: analiza ključnih tehnoloških trendova Transformation of Wholesale and Retail Trade: Analysis of Key Technological Trends</p>
<p><i>Vukašin Klajić, dr. Mirjana Nedović</i></p> <p>Istraživanje ponašanja potrošača kod kupovine brendova Exploring Consumer Behaviour When Buying Brands</p>
<p><i>Fabijan Leskovec, dddr. Igor Ivašković</i></p> <p>Razvoj koncepta 'produktivnost dela': zgodovina, trendi in prihodnost The Development of the "Labor Productivity" Concept: History, Trends, and Future</p>
<p><i>Martina Liščić-Martinović, mag. Darija Ivanković</i></p> <p>Izazovi i prilike ženskog poduzetništva u osječko – baranjskoj županiji Challenges and Opportunities of Women's Entrepreneurship in Osijek-Baranja County</p>
<p><i>Dejan Trninić, dr. Svetlana Dušanić-Gačić</i></p> <p>Društveno preduzetništvo u borbi protiv siromaštva i socijalne isključenosti Social Entrepreneurship in the Fight against Poverty and Social Exclusion</p>
<p><i>Neva Vidović, dr. Scott Coleman</i></p> <p>Diskriminacija poduzetnica u Hrvatskoj Discrimination against Female Entrepreneurs in Croatia</p>
<p><i>Lucija Volenik, Danijela Vakanjac</i></p> <p>BDP kao pokazatelj ekonomske uspješnosti GDP as an Indicator of Economic Performance</p>
<p><i>Teodora Vučkovic, dr. Svetlana Dušanić – Gačić</i></p> <p>Analiza ekonomskog blagostanja u BiH na osnovu BDP Analysis of Economic Well-Being in BiH Based on GDP</p>



SEKCIJA 5: Umetna inteligencija in digitalizacija

SESSION 5: Artificial Intelligence and Digitalisation

Predsedujoči Chair: dr. Stevanče Nikoloski

<p><i>Branko Ćurlić, dr. Bojana Ostojić</i></p> <p>Nove paradigme u upravljanju obrazovanjem: integracija veštačke inteligencije u procese menadžmenta New Paradigms in Education Management: Integration of Artificial Intelligence into Management Processes</p>
<p><i>Aleksa Đolović, dr. Goran Dašić</i></p> <p>Mogući uticaji veštačke inteligencije na savremeni marketing Possible Impacts of Artificial Intelligence on Modern Marketing</p>
<p><i>Aleksander Purzycki, dr. Izabela Klepacka – Dunajko</i></p> <p>Devices Assisted by Artificial Intelligence and the Degree of Their Use Naprave, podrte z umetno inteligenco, in obseg njihove uporabe</p>
<p><i>Admir Sivro, dr. Mahir Zajmović</i></p> <p>Upotreba virtuelne stvarnosti u poslovanju The Use of Virtual Reality in Business</p>
<p><i>Vanja Stojanović, dr. Ilija Subotić</i></p> <p>Virtuelizacija računarskih resursa u poslovnim okruženjima Virtualization of Computer Resources in Business Environments</p>
<p><i>Denis Šundrić, dr. Erdin Hasanbegović</i></p> <p>Uloga ERP sistema u unapređenju poslovnih procesa: analiza primjene u malim i srednjim preduzećima The Role of ERP Systems in Enhancing Business Processes: Analysis of Implementation in Small and Medium-Sized Enterprises</p>
<p><i>Vernes Vinčević, dr. Ibrahim Obhodaš</i></p> <p>Analiza funkcionalnosti glasovnih virtuelnih asistenata Analysis of the Functionality of Virtual Voice Assistants</p>
<p><i>Ana Vojisavljević, dr. Kosana Vićentijević</i></p> <p>Implikacije primene veštačke inteligencije na finansijske i nefinansijske rizike Implications of Financial and Non-Financial Risks in Applying Artificial Intelligence</p>
<p><i>Silvijo Vuković, dr. Darijo Jerković</i></p> <p>Trenutni stupanj digitalizacije poslovanja bih kompanija: komparacija između malih, srednjih i velikih kompanija Current Degree of Digitalization of Companies in Bosnia and Herzegovina: Comparison between Small, Medium and Large Companies</p>
<p><i>Nenad Kraljević, dr. Kristijan Kuk</i></p> <p>Studija slučaja poređenja performansi virtuelizacije zasnovane na ESXi hipervizoru u odnosu sa matičnim hostom za poslovno okruženje Case Study of Performance Comparison of ESXi Hypervisor-Based Virtualization Related to Native Host for Business Environment</p>



SEKCIJA 6: Izzivi izobraževanja in trajnostni razvoj

SESSION 6: Education Challenges and Sustainable Development

Predsedujoči *Chair: dr. Sergej Gričar*

<p><i>Neda Mirilović Trninić, dr. Milutin Pečić</i></p> <p>Implementacija metoda i tehnika projektnog menadžmenta u realizaciji programa mentorstva I Implementation of Project Management Methods and Techniques in the Implementation of the Mentoring Program</p>
<p><i>Wojciech Deługowski, mag. Patryk Młodzianowski</i></p> <p>Napovedovanje vremenskih vzorcev na podlagi UI: napovedovanje količine padavin z modelom SARIMA AI Based Weather Patterns Prediction: Rainfall Forecasting Using SARIMA Model</p>
<p><i>Konstantin Kurygin, dr. Maja Vidović</i></p> <p>Utjecaj količine informacija tijekom komunikacije na očuvanje informacije Examining the Impact of Sentence Information Quantity on Retention: An Experimental Investigation</p>
<p><i>Martina Eles, dr. Slobodan Stojanović</i></p> <p>U zelene obveznice kao instrument financiranja održivog gospodarstva EU Green Bonds as a Financing Instrument for Sustainable Economy</p>
<p><i>Mag. Emilija Hrapović, dr. Amir Ibrahimagić</i></p> <p>Detekcija deoksinivalenola i zearalenona u uzorcima hrane i hrane Detection of Deoxynivalenol and Zearalenone in Feed and Food Samples</p>
<p><i>Jelena Ružić, dr. Milutin Pečić</i></p> <p>Uloga SCRUM metodologije u upravljanju zanjem The Role of Scrum Methodology in the Management of Technology</p>
<p><i>Mateusz Jeżak, mag. Patryk Młodzianowski</i></p> <p>Napovedovanje vremenskih vzorcev na podlagi UI: napovedovanje količine padavin z ogrodjem Prophet AI-Based Weather Patterns Prediction: Rainfall Forecasting Using the Prophet Framework</p>
<p><i>Dominik Kozłowski, Robert Rostkowski</i></p> <p>Napovedovanje vremenskih vzorcev na podlagi UI: napovedovanje količine padavin z mrežo LSTM AI-Based Weather Patterns Prediction: Rainfall Forecasting Using LSTM</p>
<p><i>Mia Puljiz, dr. Sandra Kantar</i></p> <p>Održivo gospodarenje otpadom u gradu Križevcima Sustainable Waste Management in the City of Križevci</p>
<p><i>Tanja Srnovršnik, dr. Malči Grivec</i></p> <p>Trajnostno poročanje v letnih poročilih podjetij Sustainability Reporting in the Annual Reports of Companies</p>
<p><i>Karolina Lalić, Petar Lalić</i></p> <p>Uloga studenata u radu visokoobrazovnih institucija The Role of Students in the Work of Higher Education Institutions</p>
<p><i>Maciej Szymański, dr. Anna Schulz</i></p> <p>Prednosti in slabosti e-učenja. Vidik študentov in diplomantov Advantages and Disadvantages of e-Learning. Student and Graduate Perspectives</p>
<p><i>Sara Huskić, Anita Blažič</i></p> <p>Izzivi javnega potniškega prevoza v Sloveniji Challenges for Public Passenger Transport in Slovenia</p>

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