International Scientific Multidisciplinary Conference: AI for a Smarter Tomorrow
AI-SMART 2025: September 25-26, 2025 (in person, online, and virtually)
Institute of Economic Sciences and Faculty of Geography, University of Belgrade, Belgrade, Serbia

Conference Agenda

September 25, 2025

Institute of Economic Sciences, Belgrade[1]

9:00[2] – 9:30	**Registration** *(closes at 10:00)*
9:30 – 9:50	**Conference Opening** **Keynote speaker** **Bercu Ana-Maria,** Alexandru Ioan Cuza University of Iași, Iasi, Romania *Smart Generation for Smart Governance: Education, Skills, and Knowledge in the European Union Policy Context*

1st Plenary Parallel Session
(in-person)

9:50 – 10:45 *Session Chair:* **Nikolina Vrcelj**, Association of Economists and Managers of the Balkans, Belgrade, Serbia	FUZZY-OWA CONTRASTS: AN APPROACH TO CONTRASTING THE ACCEPTABILITY OF EDUCATIONAL INNOVATION PROJECTS José Manuel Brotons Martínez, Universidad Miguel Hernández, Avda. De la Universidad, s/n 03202 Elche Spain Rubén Chavez Rivera, Universidad Michoacana de San Nicolás de Hidalgo, Morelia, Mexico
	SHOULD I STAY OR SHOULD I GO? DILEMMAS AND POLARIZED ATTITUDES OF PUBLIC SECTOR MANAGERS REGARDING AI Irina Teodora Manolescu, Alexandru Ioan Cuza University of Iasi, 11 Bd. Carol I, Iasi, Romania Dan Vîrlan, Alexandru Ioan Cuza University of Iasi, 11 Bd. Carol I, Iasi, Romania Mihai Talmaciu, Alexandru Ioan Cuza University of Iasi, 11 Bd. Carol I, Iasi, Romania
	BEYOND THE HYPE: WHY MARKETERS EMBRACE SKILLS BUT QUESTION AI'S INTELLIGENCE Marija Meshkova, University American College Skopje, Bul. Treta Makedonska Brigada br. 60, Skopje, North Macedonia Ilijana Petrovska, University American College Skopje, Bul. Treta Makedonska Brigada br. 60, Skopje, North Macedonia

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[1] Zmaj Jovina 12, third floor.
[2] Central European Summer Time - CEST

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9:50 – 10:45 *Session Chair:* **Nikolina Vrcelj**, Association of Economists and Managers of the Balkans, Belgrade, Serbia	EVALUATING LLMS AS EDUCATIONAL CO-AUTHORS: DEVELOPMENT AND VALIDATION OF A METHODOLOGICAL FRAMEWORK Bruno Polonijo, University of Applied Sciences of Rijeka, Vukovarska ulica 58, Rijeka, Croatia Sabrina Šuman, University of Applied Sciences of Rijeka, Vukovarska ulica 58, Rijeka, Croatia Tomislav Car, University of Rijeka, Faculty of Tourism and Hospitality Management, Primorska 46, p.p. 97, 51410 Opatija, Croatia
10:45 – 11:30	☕ **Coffee/Tea Break**

2nd Plenary Parallel Session
(online)

9:00 – 11:00 *Session Chair:* **Ilijana Petrovska,** University American College Skopje, North Macedonia *Technical assistance:* **Anton Vorina,** Celje School of Economics, Higher Vocational College, Slovenia	ARTIFICIAL INTELLIGENCE AND CONTRACTING: AI AS A TOOL OR A CONTRACTING PARTY? Dubravka Klasiček, Faculty of Law Osijek, University of J. J. Strossmayer, Croatia, S. Radića 13, 31000 Osijek, Croatia Tomislav Nedić, Faculty of Law Osijek, University of J. J. Strossmayer, Croatia, S. Radića 13, 31000 Osijek, Croatia
	THE DIFFICULTIES OF INVESTIGATING CRIMES COMMITTED IN VIRTUAL SPACE Herke Csongor, University of Pécs, Faculty of Law, H-7622-PÉCS, 48-as tér 1. (Hungary) Tóth Dávid, University of Pécs, Faculty of Law, H-7622-PÉCS, 48-as tér 1. (Hungary)
	ARTIFICIAL INTELLIGENCE AS A TOOL FOR EFFICIENT IMPLEMENTATION OF THE REACH REGULATION IN SERBIA Sanja Gligić, Faculty of Law, University of Belgrade, Bulevar kralja Aleksandra 67, Serbia
	ARTIFICIAL INTELLIGENCE AND CREATIVE WRITING IN PRIMARY EDUCATION: EXPANDING RODARI'S FANTASY BINOMIAL METHOD Mariya Aleksieva, Burgas Free University, 8001, Burgas, 62 San Stefano Street, Bulgaria Irina Mishkova-Yotova, DIITT, Trakia University, Bulgaria Margarita Peneva, DIITT, Trakia University, 6010, Stara Zagora, 9 Armeyska Street, Bulgaria
	THE ROLE OF ARTIFICIAL INTELLIGENCE IN FINANCIAL MARKETS AND THE BANKING SECTOR IN ALBANIA Irsida Dinoshi, University College of Business, Gjergj Legisi street, Laprake, Tirana, Albania Dafina Dodoveci, Albanian School of Public Administration, Albania

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9:00 – 11:00 *Session Chair:* **Ilijana Petrovska,** University American College Skopje, North Macedonia *Technical assistance:* **Anton Vorina,** Celje School of Economics, Higher Vocational College, Slovenia	ENHANCING HOTEL MANAGEMENT THROUGH PREDICTIVE AI MODELS FOR CUSTOMER LIFETIME VALUE (CLV) Milena Nikolić, The Academy of Applied Technical and Preschool Studies, Niš, Serbia, Aleksandra Medvedeva 20 Žarko Rađenović, Innovation Center, University of Niš, Serbia, Univerzitetski trg 2 Marina Marjanović, Singidunum University, Danijelova 32, Belgrade, Serbia
	ANALYSIS OF AI TOOL USAGE AND WORK ENGAGEMENT AMONG GENERATIONS X, Y, AND Z OF WOMEN IN SLOVENIA Anton Vorina, Celje School of Economics, Higher Vocational College, Mariborska 2, 3000 Celje, Slovenia Andrej Raspor, Faculty of Commercial and Business Sciences, Lava 7, 3000 Celje, Slovenia Vid Vorina, Celje School Center, Lava Gymnasium, Pot na Lavo 22, 3000 Celje, Slovenia,
	SMARTER, LESS LOVED: THE PARADOX OF CHATGPT'S PERCEPTUAL EVOLUTION (2022–2025) Muselet Jérémie, Lille IAE, Lille University, Lumen's Lab, IAE Lille, 104 avenue du Peuple Belge 59800 Lille, France Annabel Martin-Salerno, Lille IAE, Lille University, Lumen's Lab, IAE Lille, 104 avenue du Peuple Belge 59800 Lille, France
	AI-ASSISTED APPROACHES FOR MANAGING NON-TECHNICAL DEBT IN AGILE SOFTWARE ENGINEERING: PRELIMINARY RESEARCH Zlatko Stapić, University of Zagreb Faculty of Organization and Informatics, Pavlinska 2, Varazdin, Croatia Dijana Peras, University of Zagreb Faculty of Organization and Informatics, Pavlinska 2, Varazdin, Croatia
	PHOTOSHOP VS. AI: COMPLEMENTARY TOOLS OR COMPETITION IN THE CREATIVE PROCESS? Krunoslav Bedi, School of Building and Crafts, Športska ulica 1, 40000 Čakovec, Croatia Suzana Stojaković - Čelustka, InfoSet d.o.o., Mihanovićeva 36, 10000 Zagreb, Croatia
	REGULATING AI IN INTERNATIONAL TRADE AGREEMENTS: NEW HORIZONS FOR HARMONIZATION? Gábor Hajdu, ELTE Centre for Social Sciences - Institute of Legal Studies; University of Szeged - Faculty of Law, Hungary, 1097 Budapest, Tóth Kálmán u. 4.; Hungary, 6720 Szeged, Tisza L. krt. 54.
	CAUGHT BETWEEN INNOVATION AND INTEGRITY: INSIGHTS INTO STUDENTS' PERCEPTIONS OF GENERATIVE AI TOOLS IN AN INSTITUTIONAL CONTEXT LACKING FORMAL AI POLICIES Jasmina Okičić, Faculty of Economics, University of Tuzla, Urfeta Vejzagić 8, 75000 Tuzla, Bosnia and Herzegovina Sabina Đonlagić Alibegović, Faculty of Economics, University of Tuzla, Urfeta Vejzagić 8, 75000 Tuzla, Bosnia and Herzegovina Amila Pilav-Velić, School of Economics and Business, University of Sarajevo,, Trg oslobođenja - Alija Izetbegović 1, 71000 Sarajevo, Bosnia and Herzegovina

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3rd Plenary Parallel Session
(in-person)

11:30 – 12:30 *Session Chair:* **Aleksandra Bradic-Martinovic**, Institute of Economic Sciences, Belgrade, Serbia	AI RESEARCH MENTORSHIP IN HIGHER EDUCATION: THE WIN-CODE PREDICTIVE SYSTEM FOR TRANSPARENT MANAGEMENT, EVALUATION, AND STRATEGIC INNOVATION Sanja Todosijević, AI Academy, Otona Župančiča 4, Belgrade, 11070 Serbia Igor Razbornik, Smart Institute, Šalovci 187, Slovenia Saša Virijević Jovanović, Supernova Center for Education, Research and Training, Otona Zupancica 34, Belgrade, Serbia
	PARTNERS OR THREATS? THE HIDDEN DYNAMICS OF AI ADOPTION IN THE WORKPLACE Žikica Milošević, Faculty of Technical Sciences Novi Sad, Trg Dositeja Obradovića 6, Novi Sad, Serbia Andrea Ivanišević, Faculty of Technical Sciences Novi Sad, Trg Dositeja Obradovića 6, Novi Sad, Serbia Katarina Stojanović, University Business Academy in Novi Sad, Serbia, Danila Kiša 5, Novi Sad
	AUTOMATED DETECTION OF DMA VIOLATIONS THROUGH AI-BASED SOCIAL MEDIA INTELLIGENCE Olusola Shedrack Agbebiyi, Singidunum University, Danijelova 32, Belgrade, Serbia
12:30 – 14:00	🍴 **Lunch**

4th Plenary Parallel Session
(online)

11:00 – 13:00 *Session chair:* **Nevena Bevanda,** Association of Economists and Managers of the Balkans, Belgrade, Serbia	ARTIFICIAL INTELLIGENCE IN HIGHER EDUCATION: WHAT HAS EU AI ACT BROUGHT? Kristina Anđelić, Pedagogical Faculty in Vranje, University of Niš, Partizanska 14, 175000 Vranje, Serbia
	FOUND IN TRANSLATION: THE ROLE OF PROMPT LANGUAGE IN CREATIVE LLM OUTPUTS. Dragana Zundanović, Josip Juraj Strossmayer University of Osijek, Faculty of Electrical Engineering, Computer Science and Information Technology Osijek, Kneza Trpimira 2B Osijek, Croatia Dragana Božić Lenard, Josip Juraj Strossmayer University of Osijek, Faculty of Electrical Engineering, Computer Science and Information Technology Osijek, Kneza Trpimira 2B Osijek, Croatia Krešimir Romić, Josip Juraj Strossmayer University of Osijek, Faculty of Electrical Engineering, Computer Science and Information Technology Osijek, Kneza Trpimira 2B Osijek, Croatia Hrvoje Leventić, Josip Juraj Strossmayer University of Osijek, Faculty of Electrical Engineering, Computer Science and Information Technology Osijek, Kneza Trpimira 2B Osijek, Croatia

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11:00 – 13:00 *Session chair:* **Nevena Bevanda,** Association of Economists and Managers of the Balkans, Belgrade, Serbia	THE RELATIONSHIP BETWEEN DIGITAL TRANSFORMATION AND ARTIFICIAL INTELLIGENCE ADOPTION: AN EMPIRICAL ANALYSIS OF ORGANIZATIONAL PERCEPTIONS Lavinia-Andreea Gruia, Faculty of Economics and Business Administration, West University of Timișoara, Timișoara, Street Johann Heinrich Pestalozzi 16, Timișoara, Romania Nicolae Bibu, Faculty of Economics and Business Administration, West University of Timișoara, Timișoara, Romania, Street Johann Heinrich Pestalozzi 16, Timișoara, Romania Alexandru Roja, Faculty of Mathematics and Computer Science, Babes - Bolyai University Cluj - Napoca, Cluj – Napoca, Street Ploiești 22-25, Cluj-Napoca, Romania
	SMARTER ESP WITH GENERATIVE AI: FROM GENERIC ROLE-PLAYS TO CASE-BASED, DOMAIN-AUTHENTIC LESSON DESIGN Iulia Nicoleta Rascanu, Bucharest University of Economic Studies, Piata Romana 6, Bucharest, Romania
	MODERNIZING ALBANIAN EDUCATION THROUGH AI: ENHANCING LEARNING AND TEACHING Ernaso Kerbizi, Faculty of Education in "Aleksander Moisiu" University, Kampusi i Ri Universitar, Rr. Miqësia, 2009, Durrës, Albania
	FROM DETECTION TO PREVENTION: THE ROLE OF ARTIFICIAL INTELLIGENCE IN FIGHTING TAX EVASION Giorgio Antonio Autuori, Università degli Studi di Brescia, Via S. Faustino, 41, 25122 Brescia BS, Italy
	IMPLEMENTATION OF AI TOOLS AND ENVIRONMENTS IN THE LEARNING PROCESS Petya Byalmarkova, St. Cyril and St. Methodius University of Veliko Tarnovo, 1, Arh. Georgi Kozarov str., 5000 Veliko Turnovo, Bulgaria Pavel Petrov, St. Cyril and St. Methodius University of Veliko Tarnovo, 1, Arh. Georgi Kozarov str., 5000 Veliko Turnovo, Bulgaria
	TRANSFORMING LEGAL SYSTEMS THROUGH AI: BETWEEN TECHNOLOGICAL INNOVATION AND HUMAN RIGHTS SAFEGUARDS Ștefănoaia Mihai, Faculty of Law and Administrative Science , Stefan cel Mare University, University Street no 13, Suceava, Romania
	ARTIFICIAL INTELLIGENCE AND JUSTICE: EXAMINING AI'S ROLE IN ENSURING FAIR TRIAL IN THE AGE OF THE EU AI ACT Farshad Mohamadi, University of Pecs, Faculty of Law, Hungary, 7622 Pecs, 48 - as ter 1. Farnoosh Rashidiani, University of Pecs, Faculty of Law, Hungary, 7622 Pecs, 48 - as ter 1.
	THE USE OF ARTIFICIAL INTELLIGENCE IN FRAUD PREVENTION IN INTERNATIONAL PAYMENT SYSTEMS Vladyslav Bato, Bratislava University of Economics and Business, Dolnozemská cesta 1, 852 35 Bratislava, Slovakia

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5th Session

(Virtual)

https://www.ai-smart-conference.com/virtual-presentations/

1.	META AI ABOUT TRUMP AND ELON MUSK!- AI AND IT'S ABILITY TO RECOGNIZE AND INTERPRET METONYMY Suzana Jurin, Faculty of Humanities and Social Sciences, University of Rijeka, Sveučilišna Avenija 4, 51000 Rijeka, Croatia
2.	DATA-DRIVEN APPROACHES AND ARTIFICIAL INTELLIGENCE APPLICATIONS IN SECURITY RESEARCH: METHODOLOGICAL INNOVATIONS AND FUTURE PERSPECTIVES Dániel Rémai, Ludovika University of Public Service, Hungary, Budapest, Ludovika tér 2, 1083
3.	UNPACKING CYBERSECURITY IN FINANCIAL RESEARCH: A SYSTEMATIC MAPPING APPROACH Leoš Šafár, Faculty of Economics, Technical University of Košice, Němcovej 32, 040 01 Košice, Slovakia Michal Mešťan, Faculty of Economics, Matej Bel University in Banská Bystrica, Tajovského 10, 975 90 Banská Bystrica, Slovakia Jakub Sopko, Faculty of Economics, Technical University of Košice, Němcovej 32, 040 01 Košice, Slovakia
4.	CHAT GPT STUDY MODE IN INTERACTIVE LEARNING Panka Valeva, Faculty of Mathematics and Informatics, University of Plovdiv Paisii Hilendarski, Bulgaria Blvd., 236, 4027, Plovdiv, Bulgaria Ivan Dimitrov, Faculty of Mathematics and Informatics, University of Plovdiv Paisii Hilendarski, Bulgaria Blvd., 236, 4027, Plovdiv, Bulgaria Vera Shopova, Faculty of Mathematics and Informatics, University of Plovdiv Paisii Hilendarski, Bulgaria Blvd., 236, 4027, Plovdiv, Bulgaria
5.	LEGAL LIABILITY OF INTELLIGENT ROBOTS: CHALLENGES AND PROSPECTS FOR REFORM Safae Abrighach, Faculty of Legal, Economic and Social Sciences of Ain Sebâa, Route des Chaux et Ciments Beausite, Casablanca 2025, Morocco
6.	LOCALTOURISM.IT: FOR A NEW CORPORATE HUMANISM Giuseppe Gaballo, University of Foggia, Via Da Zara, 11 – 71121 Foggia, Italy
7.	LEGAL RESPONSIBILITY OF ARTIFICIAL INTELLIGENCE? Dragi Rashkovski, Iustinianus Primus Faculty of Law – ss. Cyril and Methodius University, bul. Goce Delchev 9b, 1000 Skopje, Republic of North Macedonia Veronika Rashkovska, Faculty of Legal Sciences, International Relations and Diplomacy – MIT University – Skopje, bul. Treta Makedonska brigade 66b, 1000 Skopje, Republic of North Macedonia
8.	COPYRIGHT INFRINGEMENT OF INPUTS AND OUTPUTS BY ARTIFICIAL INTELLIGENCE: A COMPARATIVE ANALYSIS Maria Victória Rocha, Universidade Católica Portuguesa, Rua de Gondarém , 1068, 2º dto frt, 4150375, Portugal
9.	THE AI MANAGER: A SAFEGUARD FOR THE RESPONSIBLE USE OF AI Tania Tomasi, Università degli Studi di Ferrara, via Montebello 40 44121 Ferrara Italy

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10.	ARTIFICIAL INTELLIGENCE AS A DECISION SUPPORT TOOL IN PROSTATE CANCER DIAGNOSIS: A LITERATURE REVIEW AND TREND ANALYSIS Santiago Salimbeni, Universidad del Salvador, Rodriguez Peña 770 piso 1, Buenos Aires, Argentina Santiago Nicolet, Universidad del Salvador, Rodriguez Peña 770 piso 1, Buenos Aires, Argentina
11.	ENHANCING ECONOMIC AND SOCIAL HISTORY WITH AI: EVIDENCE FROM THE CONSCRIPTION LISTS OF THE STATE ARCHIVE OF CALTANISSETTA (1843–1900) Francesco Samà, Magna Graecia University of Catanzaro, Viale Europa, campus "Salvatore Venuta" - 88100 Catanzaro
12.	SOCIAL BONDS AS DRIVERS OF SUSTAINABLE AND INCLUSIVE GROWTH Bojana Olgic Drazenovic, Faculty of Economics and Business, University of Rijeka, Ivana Filipovica 4, Rijeka, Croatia Stella Suljić Nikolaj, Faculty of Economics and Business, University of Rijeka, Ivana Filipovica 4, Rijeka, Croatia Teodora Raguž, Faculty of Economics and Business, University of Rijeka, Ivana Filipovica 4, Rijeka, Croatia
13.	VOLTAGE STABILITY ANALYSIS IN POWER DISTRIBUTION NETWORKS FOR CONNECTING RENEWABLE ENERGY SOURCES Moise Razvan, Transylvania University of Brasov, 29 Eroilor Bulevard, Postal Code 500036, Brașov, Romania Aurel Fratu, Transylvania University of Brasov, 29 Eroilor Bulevard, Postal Code 500036, Brașov, Romania
14.	PERCEPTIONS AND EXPERIENCES OF HOTEL EMPLOYEES WITH ARTIFICIAL INTELLIGENCE IN BUSINESS OPERATIONS Ljubica Pilepić Stifanich, University of Rijeka, Faculty of Tourism and Hospitality Management, Primorska 46, P.O.Box 97, 51410 Opatija, Croatia Ivan William Požega, University of Rijeka, Faculty of Tourism and Hospitality Management, Primorska 46, P.O.Box 97, 51410 Opatija, Croatia Adriana Jelušić, University of Rijeka, Faculty of Tourism and Hospitality Management, Primorska 46, P.O.Box 97, 51410 Opatija, Croatia
15.	TRAVEL DECISION-MAKING IN THE AGE OF AI: OPPORTUNITIES AND CHALLENGES Gábor Kulbert, Soproni Egyetem Lámfalussy Sándor Közgazdaságtudmányi Kar, 9400 Sopron, Erzsébet utca 9., Hungary

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Faculty of Geography, University of Belgrade[3]

9:00 – 10:30	*Panel Discussion – **Redefining Pedagogy: How AI is Shaping the Future of Higher Education*** Panelists: • **Dijana Oreški,** University of Zagreb, Faculty of Organization and Informatics, Varaždin, Croatia • **Kristina Anđelić,** Pedagogical Faculty in Vranje, University of Niš, Vranje, Serbia • **José Manuel Brotons Martínez**, Universidad Miguel Hernández, Elche Spain
10:30 – 11:00	☕ **Coffee/Tea Break**
11:00 – 12:30	*Panel Discussion – **From Hypothesis to Manuscript: The Role of AI in the Research Process*** Panelists: • **Žikica Milošević,** Faculty of Technical Sciences Novi Sad, Serbia • **Irina Teodora Manolescu**, Alexandru Ioan Cuza University of Iasi, Iasi, Romania • **Nikolina Vrcelj,** Association of Economists and Managers of the Balkans, Belgrade, Serbia
12:30 – 14:00	🍴 **Lunch**

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[3] Studentski trg 3, right stairs, third floor, library room.