

XIII International Scientific Conference on Economic Development and Standard of Living

„CIRCULAR ECONOMY AS PART OF THE CONCEPT
OF SUSTAINABLE DEVELOPMENT OF SOCIETY“



EDASOL 2023



9th June 2023.
Banja Luka, Bosnia and Herzegovina

XIII-Međunarodni naučni skup o ekonomskom razvoju i životnom standardu
“EDASOL 2023 - *Economic development and Standard of living*”

13th-International Scientific Conference on economic development and standard of living
“EDASOL 2023 - *Economic development and Standard of living*”

KNJIGA APSTRAKATA

THE BOOK OF ABSTRACTS

UREDNICI/ EDITORS:
Prof. dr SANEL Jakupović
Doc. dr VESNA Novaković

Banja Luka, jun/June 9. 2023.



XIII-Međunarodni naučni skup o ekonomskom razvoju i životnom standard
“EDASOL 2023 - *Economic development and Standard of living*”
13th-International Scientific Conference on economic development and standard of living
“EDASOL 2023 - *Economic development and Standard of living*”

THE BOOK OF ABSTRACTS

Urednici/Editors:

Prof. dr SANEL Jakupović
Prof. dr VESNA Novaković

Izdavač/Published by:

Panevropski univerzitet "APEIRON"
Banja Luka, godina 2023.

Odgovorno lice izdavača/The Publisher:

DARKO Uremović

Glavni i odgovorni urednik izdavača/Editor in chief of Publisher:

Prof. dr ALEKSANDRA Vidović

Tehnički urednik/Technical Editor:

SRETKO Bojić

Štampa/Print:

Online izdanje

Edicija/Edition:

Ekonomska biblioteka – Οἶκος νόμος knj. 153

ISBN 978-99976-87-20-3

Radove ili dijelove radova objavljene u štampanom izdanju nije dozvoljeno preštamovati, bez izričite saglasnosti Uredništva. Ocjene iznesene u radovima i dijelovima radova lični su stavovi autora i ne izražavaju stavove Uredništva ili Izdavača.

ORGANIZACIJA:

- Fakultet poslovne ekonomije, Panevropski univerzitet Apeiron, Banja Luka, Bosna i Hercegovina
- Tambovski državni univerzitet, Tambov, Rusija
- Beijing Jiatong University, Peking, Kina
- Trakya University, Edirne, Turska
- Fakultet za ekonomiju i informatiku, Univerzitet u Novom Mestu, Slovenija
- Veleučilište Velika Gorica (Republika Hrvatska)
- Visoka škola "CEPS-Centar za poslovne studije", Kiseljak, Bosna i Hercegovina
- FON Univerzitet u Skoplju, Sjeverna Makedonija
- Univerzitet „Union Nikola Tesla“ u Beogradu, Srbija
- Internacionalni Burch univerzitet u Sarajevu, Bosna i Hercegovina

ORGANIZERS:

- Faculty of Business Economics, Pan-European University Apeiron, Banja Luka, Bosnia and Herzegovina
- Tambov State University, Tambov, Russia
- Beijing Jiatong University, Beijing, China
- Trakya University, Edirne, Turkey
- Faculty of Economics and Informatics, University of Novo Mesto, Slovenia
- Veleučilište Velika Gorica , Croatia
- University College “CEPS-Center for Business Studies“ Kiseljak
- FON University in Skopje, North Macedonia
- University „Union Nikola Tesla“ in Belgrade, Serbia
- International Burch University in Sarajevo, Bosnia and Herzegovina

PROGRAMSKI ODBOR/PROGRAM COMMITTEE:

Novaković Vesna, predsjednik/President	Avramović Z. (Srbija)
Jakupović E. (Bosna i Hercegovina)	Hašić E. (Bosna i Hercegovina)
Zefi E. (Albanija)	Berger W. (Austrija)
Wakounig M. (Austrija)	Stiasny M. (Austrija)
Claessens E. (Belgija)	Baltov M. (Bugarska)
Antoaneta V. (Bugarska)	Ratković R. (Crna Gora)
Ognjanović V. (Crna Gora)	Kandžija V. (Hrvatska)
Bilas V. (Hrvatska)	Morić V. (Hrvatska)
Hunjet A. (Hrvatska)	Villa A. (Italija)
Moscheni D. (Italija)	Feng C. (Kina)
Li Zhang (Kina)	Tripunovski M. (S.Makedonija)
Biljan J. (S.Makedonija)	Jolevska E.D. (S.Makedonija)
Ivanovska S. (S.Makedonija)	Wolfgang H.M.(Njemačka)
Gellert L. (Njemačka)	Paszek Z. (Poljska)
Iordache E. (Rumunija)	Mustafić A. (Nizozemska)
Mujagić E. (Nizozemska)	Jurjev V.M. (Rusija)
Karpunina E.K. (Rusija)	Pakhomov M.A. (Rusija)
Nikolajević V.M. (Rusija)	Rosi B. (Slovenija)
Kramberger T. (Slovenija)	Kumar A. (Slovenija)
Grivec M. (Slovenija)	Blažić M. (Slovenija)
Franc S. (Hrvatska)	Vunjak N. (Srbija)
Živković A. (Srbija)	Bubanja V.M. (Srbija)
Barjaktarović S. (Srbija)	Caliyurt K.T. (Turska)
Buyukmirza K. (Turska)	Pukdemir R. (Turska)
Burkcin E. (Turska)	Ozbirecikli M. (Turska)
	Tran Ngoc Huy D. (Vijetnam)

ORGANIZACIONI ODBOR/ORGANIZING COMMITTEE:

Jakupović Sanel, predsjednik/President	Stojanović Vladimir
Aleksić Siniša	Uremović Darko
Vučenović Radovan	Petković Marijana
Dujaković Maja	Dugonjić Zorica
Tomić Siniša	Tatarević Elvedina

SEKRETARIJAT KONFERENCIJE / CONFERENCE SECRETARIAT:

Tehnički sekretar / Technical Secretary	Anja Dragojević, Tamara Drljača
Web dizajn / Web design	Marko Milovanović
Grafički urednik / Graphic Editor	Sretko Bojić
E-mail:	edasol@apeiron-edu.eu
Web stranica / Web page	www.edasol-au.com
Telefon / Phone	+387(0)51 247 971;

GLAVNE TEME:

- Medjunarodna saradnja i programi EU
- E-Business, e-Government
- Korporativna društvena odgovornost (CSR)
- Međunarodni logistički procesi i poremećaji tržišta izazvani krizom
- Informacione tehnologije kao podrška ekonomskom razvoju
- Multimedija i tržišne komunikacije
- Preduzetništvo
- Istraživanje, razvoj, praksa i inovacije
- Tržište rada i obrazovna politika
- Menadžment rizika
- Mikroekonomija
- Makroekonomija
- Ekonomsko planiranje i razvoj
- Ekonomska politika
- Fiskalna ekonomija
- Marketing
- Međunarodna ekonomija
- Operaciona istraživanja
- Poslovne finansije
- Preduzetnička ekonomija
- Računovodstvo i revizija
- Teorijska ekonomija
- Statistička analiza i kvantitativne metode
- Trgovina, turizam i hotelijerstvo

MAIN TOPICS:

- International cooperation and EU programs
- E-Business, e-Government
- Corporate Social Responsibility (CSR)
- International logistics processes and market disruptions caused by the crisis
- Information technologies as a support to economic development
- Multimedia and market communications
- Entrepreneurship
- Research, development, practice and innovation
- Labor market and education policy
- Risk management
- Economics of environment, resources, energy and regulations
- Macroeconomics
- Economic planning and development
- Economic policy
- Fiscal and Monetary policy and financial stability
- Marketing
- International economics
- Crisis management
- Business finances
- Entrepreneurial economy
- Accounting and auditing
- Theoretical economics
- Statistical analysis and quantitative methods
- Trade, tourism and hotel industry

SADRŽAJ/ CONTENTS:

AFTER THE INTERSTATE EURO - BANKING: PRESENT MONETARY AND FINANCIAL OVERLAPPING CONFLICT	10
<i>Mario Pines</i>	
FRACTALITY OF CROATIAN AND SERBIAN STOCK MARKETS	12
<i>Mile Bošnjak, Branimir Cvitko, Cicvarić, Matija Čemerin</i>	
ANALYSIS OF GEOPOLITICAL AND GEO-ECONOMIC FACTORS IMPACTING ON WORLD TRADE ORGANISATION REFORM	13
<i>Iacob Corneliu-George, Iordache Emilia</i>	
MOBILE PHONE AS A MEANS OF COMMUNICATION WITH GENERATION Z CONSUMERS IN RETAIL	14
<i>Daniela Kollárová, Miriama Koliščáková, Andrej Trnka</i>	
RENEWABLE ENERGY SOURCES AS A PATH TO SUSTAINABILITY: BIOMASS ENERGY POTENTIAL IN AGRICULTURE	15
<i>Vlatka Bilas, Sanja Franc, Mile Bošnjak</i>	
PREDICTIVE ROLE OF KNOWLEDGE CULTURE AND INNOVATION CULTURE ON NON-FINANCIAL PERFORMANCE INDICATORS	16
<i>Katarina Pavlovic, Vesna Raskovic-Depalov, Mirjana Milovanovic</i>	
THE INFLUENCE OF RLAH ON THE BUSINESS OF TELECOM OPERATORS ON THE MARKET OF BOSNIA AND HERZEGOVINA	17
<i>Radmila Bojanić, Slađana Babić, Ružica Đervida</i>	
THE INFLUENCE OF INTANGIBLE MOTIVATION STRATEGIES ON THE SUCCESS OF BUSINESS IN THE ORGANIZATION.....	19
<i>Anita Kulaš, Mirosavljević, Branka Martić, Vesna Novaković</i>	
MOTIVACIJA ZAPOSLENIH U FUNKCIJI	21
<i>Aleksandar Damnjanović, Gordana Mrdak, Dragan Kolev</i>	
DIPFEJK: UPOTREBA U MARKETINGU I BEZBEDNOSNI IZAZOVI.....	23
<i>Dragan Kolev, Jelena Latinović, Živana Kljajić</i>	
CORRELATION BETWEEN THE MAGNITUDE OF AIRLINE ANCILLARY REVENUES AND THE POST-PANDEMIC RECOVERY OF THEIR PROFITABILITY	25
<i>Ružica Škurla Babić, Jasmin Bajić, Maja Ozmeć-Ban</i>	
STAFF PRODUCTIVITY IN HOTEL INDUSTRY IN TOURISM DESTINATION MAKARSKA.....	26
<i>Marijana Jurišić Mustapić, Filipa Marušić</i>	
TAXATION OF DIGITAL SERVICES	27
<i>Ivana Dražić Lutlisky, Sanja Broz Tominac, Martina Dragija Kostić</i>	

GOSPODARSKI KRIMINALITET: PRIJETNJA DRUŠTVU, PODUZEĆIMA I
MENADŽMENTU.....28
Nina Uremović, Goran Matijević, Maja Jovanović

AFTER THE INTERSTATE EURO - BANKING: PRESENT MONETARY AND FINANCIAL OVERLAPPING CONFLICT

MARIO PINES

*Eminent Senior Researcher, Full Professor, University of Trieste Faculty of Economics, DEAMS
University of Trieste, Trieste Italy, mario.pines@deams.units.it*

Abstract: This paper reconsiders the latest monetary tendencies and fallouts, as outcome of the European embracing of a single legal currency: the 1999 Euro Act. Still in the Bretton Woods dollar architecture, after both the dollar and the oil standard collapses in 1971 the first and in '90s the second, within the efforts to install a global competing payment system infrastructure, several different solutions surfaced, among the EU members in the global economy. Since the 1922 Genoa convention agreement and further Basel developments, the EU has been opening in the Bretton Woods framework a colliding global competition, among several different currencies, under the IMF and the World Bank rulings. Reflecting the '89s USA Interstate Banking Act experience, originating from the Riegle Community Development and Regulatory Improvement Act of 1994, the Euro solution took some huge monetary breaks down. The first sudden, severe, and largely unexpected stock market crash on Monday, October 19, 1987, the 1990 financials collapses, with the LTCM and ENRON break down, up to the sub-prime and derivatives bubble in the year 2007. *“Frankly, this was too good a political opportunity for Putin to pass up. In 1998 it was a humiliating Russian default that started the global financial crisis. And now he was temporarily able to point to a reversal of fortunes.”* (Paulson, 2010:141). A new financial collapse started in the year 2008, up to the final 2012 global banking melt down, to reconsider the overlapping monetary and financial fallouts in this new monetary instable era. The acquired experience represents, in the new century, a set of old problems in both the monetary and financial evolving areas, within economic regressive models, mostly algorithmic. This paper focuses on the actual situation in the enlarging EU community and in the incompatible monetary and financial guidance - through enlarging negative fallout trends. In order to review some preliminary assumptions, no more valid, in the interlinked necessary globalization of the economic activities, especially in the financial markets, a rapid integration of the technology and operating processes are presenting new monetary issues of integration. The new scenery requires critical volumes of trading and rapidly adjusting enterprise dimensions and compatible operating processes. The latter call for some form of institutional frameworks, considers the only unique definition of the monetary functions and its stability were often present, in a clear common acceptance and this asymmetry affects the evolving situation. From the September 1987 first global financial chaos, to the '90s collapses, the 2006-2008 Henry Paulson on the brink punctuations, the further Stress Test that Timothy Geithner expresses in the year 2012, the final comment of Randall Wray about the Minsky values emerging after two decades in explaining the post Keynesian instability. We live in the engulfed unresolved streams, we must now face.

Keywords: legal currencies, interstate banking clearings, monetary functions, community protection, economic integration.

JEL classification: G28 Financial Institutions and Services: Government Policy and Regulation

FRACTALITY OF CROATIAN AND SERBIAN STOCK MARKETS

MILE BOŠNJAK

PhD associate professor, University of Zagreb, Faculty of economics and business, Zagreb, Croatia, mbosnjak1@net.efzg.hr

BRANIMIR CVITKO CICVARIĆ

PhD Student, University of Zagreb, Faculty of economics and business, Zagreb, Croatia, branimir.cicvaric@gmail.com

MATIJA ČEMERIN

student assistant, University of Zagreb, Faculty of economics and business, Zagreb, Croatia, mcemerin@net.efzg.hr

Abstract: Empirical literature explaining stock markets behaviour develops in a several directions. One strand of literature supports efficient market hypothesis while other strand of literature suggests fractal market hypothesis. Existing literature presents mixed findings on long memory property and hypothesis of stock market fractality. This paper aims to contribute to the debate and examine multifractality and long memory property of returns in Croatian and Serbian capital markets while considering the role of trading columns. Using multifractal Detrended Fluctuation Analysis and daily returns from the beginning of 2010 up to the end of 2021 for CROBEX and BELEX15 empirical finding suggested multifractality and long memory or persistence in CROBEX and BELEX15 returns. Dynamics in trading volumes exhibited multifractality but no long memory property in case of CROBEX as well as in case of BELEX15. Price-volume cross-correlation in case of CROBEX as well as in case of BELEX15 can be described as mean reverting process with no long memory property.

Keywords: CROBEX, BELEX15, long memory, multifractality.

JEL classification: G14.

ANALYSIS OF GEOPOLITICAL AND GEO-ECONOMIC FACTORS IMPACTING ON WORLD TRADE ORGANISATION REFORM

IACOB CORNELIU-GEORGE

*University of Economic Studies, Doctoral School: Economics and International Business,
Bucharest, Romania, iacobcorneliu2022@gmail.com*

IORDACHE EMILIA

*Constantin Brâncoveanu University, Pitești, Faculty of Marketing Management in Economic
Affairs Râmnicu Vâlcea, Romania, emi66vl@yahoo.fr*

Abstract: Analysis of the trade-development relationship is not recent. However, the focus in world trade analysis has now shifted to the impact of climate change on world trade and the analysis of the relationship between trade and sustainable development. Another major trend in the literature is the analysis of the impact of geopolitics and geoeconomics on world trade. More recently, analyses of developments in world trade bring into question the concept of economic geo-fragmentation and open regionalism and the impact of these phenomena on world trade and on the role of the World Trade Organisation in strengthening the multilateral system. At the same time, the idea of reforming the World Trade Organisation so that it can adapt to new global economic realities, strengthen its position in the international trading system and react positively to the influence of current geopolitical and geo-economic factors is frequently addressed. The aim of this paper is to analyse the relationship between trade and sustainable development. The research methodology involves the use of geopolitical analysis, as well as systemic and historical analysis, in order to identify the factors influencing the evolution of world trade, to highlight the main phenomena present in world trade and to specify some aspects related to the reform of the World Trade Organisation. As results of the research we estimate: highlighting geopolitical and geo-economic factors with an impact on world trade and on the World Trade Organisation reform process and highlighting the main current and prospective developments in world trade.

Keywords: international trade, reform, World Trade Organization, geopolitics, geoeconomics.

JEL classification: F14, F50.

MOBILE PHONE AS A MEANS OF COMMUNICATION WITH GENERATION Z CONSUMERS IN RETAIL

DANIELA KOLLÁROVÁ

*Doc. dr. Associate professor, Faculty of Mass Media Communication,
Trnava, Slovakia, daniela.kollarova@ucm.sk; ORCID ID: 0000-0002-6923-5057*

MIRIAMA KOLIŠČÁKOVÁ

*PhD candidate, Faculty of Mass Media Communication, Trnava,
Slovakia, koliscakova1@ucm.sk; ORCID ID: 0000-0002-5512-3740*

ANDREJ TRNKA

*Doc. dr. Associate professor, Faculty of Mass Media Communication,
Trnava, Slovakia, andrej.trnka@ucm.sk; ORCID ID: 0000-0001-7940-0709*

Abstract: The aim of the research was to determine the extent and purpose of using mobile phones by Generation Z consumers before, during and after shopping in brick-and-mortar stores. The stratified group consisted of 785 residents of the Slovak Republic born between 1997 and 2012 inclusive. The survey has been conducted using the inquiry method - an online questionnaire based on the Google Forms platform. The questions were formulated into three logically interconnected parts: the purpose of using the mobile phone by the respondents in the phase before, during and after the purchase in a brick-and-mortar store. In addition, we also examined the respondents' activity on social networks during the purchase in the brick-and-mortar store and, finally, demographic data. We formulated two hypotheses and three assumptions. One hypothesis and one assumption were confirmed. On the contrary, one hypothesis was disproved, and two assumptions were not confirmed. The hypothesis focused on the relationship between the main ways of using a mobile phone and the activity on social networks during shopping in a brick-and-mortar store was confirmed. The hypothesis focused on the relationship between the gender of consumers and the use of a mobile phone during shopping in a brick-and-mortar store was disproved. The assumption regarding the use of a mobile phone while shopping for food in a brick-and-mortar store for the purpose of comparing product prices was confirmed. The assumption regarding the use of a mobile phone while shopping for consumer electronics in order to search for product information was not confirmed. Likewise, the assumption regarding the use of a mobile phone while shopping for clothes in a brick-and-mortar store in order to connect with friends or acquaintances in order to ask for their advice was not confirmed. These findings are beneficial for retail practice operating a chain of brick-and-mortar stores.

Keywords: Generation Z, communication, mobile phone, retail

JEL classification: L81, M31, D12, E21

RENEWABLE ENERGY SOURCES AS A PATH TO SUSTAINABILITY: BIOMASS ENERGY POTENTIAL IN AGRICULTURE

VLATKA BILAS

Faculty of Economics and Business University of Zagreb, Zagreb, Croatia, vbilas@efzg.hr

SANJA FRANČIĆ

Faculty of Economics and Business University of Zagreb, Zagreb, Croatia, sfranci@efzg.hr

MILE BOŠNJAK

*Faculty of Economics and Business University of Zagreb
Zagreb, Croatia, mbosnjak1@efzg.hr*

Abstract: The main purpose of this paper is to identify and discuss challenges and opportunities of using biomass in agriculture. The importance of biomass supply chain is thus emphasized. The main objective is to identify all the challenges of assessing the potential of biomass as well as the challenges in collection and storage of biomass residuals in agriculture on the example of Croatia. Methodology framework for determining potential locations for collection and logistics centers and establishment of the value chain is proposed and is based on the Herfindahl-Hirschman Index (HHI) and concentration rates by counties. The scientific contribution of the paper is seen in filling the research gap on biomass potential and organization of the biomass supply chain. Research results and policy recommendations can be informative for government decision making as well as for designing and implementing national bioeconomy strategy, but they can also be useful for analyzing the biomass supply chain and designing new business models with the purpose of efficiently using biomass potential.

Keywords: sustainable development, biomass potential, Croatia, renewable energy sources, Herfindahl-Hirschman Index

JEL: F6, F18

PREDICTIVE ROLE OF KNOWLEDGE CULTURE AND INNOVATION CULTURE ON NON-FINANCIAL PERFORMANCE INDICATORS

KATARINA PAVLOVIC

PhD, Associate professor, Faculty of project and innovation management, EDUCONS University, Belgrade, Serbia. katarina.pavlovic@pmc.edu.rs, ORCID: 0000-0002-2220-2418

VESNA RASKOVIC-DEPALOV

Ph.D, Faculty of technical sciences, University of Novi Sad, Novi Sad, Serbia, raskovicv@uns.ac.rs, ORCID: 0000-0002-8566-4679

MIRJANA MILOVANOVIC

PhD, Assistant professor, Banja Luka College, Banja Luka, Bosnia and Herzegovina, mirjana.milovanovic@blc.edu.ba, ORCID: 0000-0003-3746-5517

Abstract: The aim of the research presented in this study was testing the correlation of knowledge and innovation culture and non-financial performance indicators (NFPIs), the predictive role of independent variables knowledge and innovation culture in NFPIs and differences between dependent and independent variables between micro, small and medium size companies. The study included 124 Serbian MSMEs, that voluntarily responded to 40 questions, presenting the research instrument. Statistical data analysis showed that a significant correlation exists between dependent and independent variables, that knowledge and innovation culture predict NFPIs with 33.4% and that there are differences in innovation culture and NFPIs, but not knowledge culture between companies grouped according to size. The conclusion of the study is that innovation and knowledge culture are of high importance for MSMEs, due to their predictive role in NFPIs, which are most often used, according to literature findings, for the assessment of their long-term success and sustainability. This study also revealed that the highest level of innovation culture and NFPIs is in micro companies in Serbia.

Keywords: knowledge and innovation culture, NFPIs, multiple regression, predictive model, MSMEs

JET classification: M14, M40, L25

THE INFLUENCE OF RLAH ON THE BUSINESS OF TELECOM OPERATORS ON THE MARKET OF BOSNIA AND HERZEGOVINA

RADMILA BOJANIĆ

*Infinity International Group d.o.o. Banja Luka, Banja Luka, Bosnia and Herzegovina,
radmila.bojanic@infinity-group.ba*

SLADANA BABIĆ

*Blicnet d.o.o. Banja Luka, Banja Luka, Bosnia and Herzegovina,
sladjana.babic@supernovabih.ba*

RUŽICA ĐERVIDA

*Nezavisni Univerzitet Banja Luka, Banja Luka, Bosnia and Herzegovina,
ruzica.djervida@nubl.org*

Abstract: In the era of general globalization and transition, the accession of Bosnia and Herzegovina to the European Union is considered as a strategic priority. The integration of Bosnia and Herzegovina (hereinafter BiH) into the European Union (hereinafter EU) is a very significant process that requires fundamental changes in society, and therefore the inclusion and full engagement of all social and especially economic subjects in BiH is necessary.

The subject of the research in this paper is the assessment of the impact of the current EU Roaming Regulation on the telecommunications market of BiH, that is, the business income of telecom operators from mobile telephony services, as well as the user experience related to the use of services in roaming.

The basic question that arises is: How do companies operating in the field of telecommunications adapt their prices and business conditions to the EU requirements? What are the experiences of applying these provisions in EU countries? Can some measures be taken in the context of maintaining business and how to communicate with the users who are directly affected by the mentioned changes, in a positive context?

The aim of the research is to assess the effect of the implementation of the Decision of the Regulatory Agency for Communications of BiH (hereinafter referred to as the Agency) on the prices of roaming services in public mobile communication networks, which stipulates the obligation to determine the maximum prices for roaming services and the termination of regulated roaming calls in public mobile communication networks.

Keywords: income, telecommunications market, roaming, RLAH.

JEL classification: D47 (Market design)

***UTICAJ RLAH-A NA POSLOVANJE TELEKOM OPERATERA NA TRŽIŠTU
BOSNE I HERCEGOVINE***

doc. dr Radmila Bojanić

Sladana Babić MA

doc. dr Ružica Đervida

Sažetak: U eri opšte globalizacije i tranzicije, pristupanje Bosne i Hercegovine Evropskoj Uniji se smatra strateškim prioritetom. Integrisanje Bosne i Hercegovine (u daljem tekstu BiH) u Evropsku Uniju (u daljem tekstu EU) je veoma značajan proces koji zahtjeva temeljne promjene u društvu, te je stoga neophodno uključivanje i puni angažman svih društvenih, a posebno ekonomskih subjekata u BiH.

Predmet istraživanja u ovom radu jeste sagledavanje uticaja aktuelne Uredbe EU o roaming-u na telekomunikaciono tržište Bosne i Hercegovine, odnosno poslovne prihode telekom operatora od usluga mobilne telefonije, kao i korisničko iskustvo vazano za korišćenje usluga u roaming-u. Osnovno pitanje koje se postavlja je: Kako kompanije koje posluju u oblasti telekomunikacija prilagođavaju svoje cijene i uslove poslovanja, postavljenim zahtjevima EU? Koja su iskustva primjene ovih odredbi u zemljama EU? Da li se mogu preduzeti neke mjere u kontekstu održanja poslovanja i na koji način komunicirati sa korisnicima kojih se navedene promjene direktno tiču, u pozitivnom kontekstu?

Cilj istraživanja je sagledati efekat uticaja primjene Odluke Regulatorne agencije za komunikacije Bosne i Hercegovine (u daljem tekstu Agencija) o cijenama usluga roaming-a u javnim mobilnim komunikacionim mrežama, kojom se propisuje obaveza utvrđivanja maksimalnih cijena usluga roaming-a i terminacije regulisanih poziva u roaming-u u javnim mobilnim komunikacionim mrežama.

Ključne riječi: prihod, tržište telekomunikacija, roaming, RLAH.

JEL klasifikacija: D47

THE INFLUENCE OF INTANGIBLE MOTIVATION STRATEGIES ON THE SUCCESS OF BUSINESS IN THE ORGANIZATION

ANITA KULAŠ MIROSAVLJEVIĆ

Sveučilište u Slavenskom Brodu, akmirosavljevic@unisb.hr, ORCID broj: 0000-0001-9177-0817

BRANKA MARTIĆ

*Služba za unutarnju reviziju Brodsko-posavska županija, Slavonski Brod,
branka.martic2@gmail.com, ORCID broj: 0000-0002-2909-259X*

VESNA NOVAKOVIĆ

*Vanredni profesor, Panevropski univerzitet Apeiron, Banja Luka, Republika Srpska, Bosna i
Hercegovina, vesna.p.novakovic@apeiron-edu.eu; ORCID ID: 0000-0002-9495-7940*

Employee motivation is the basis of interest in modern human resources management. By building a quality motivational system, the organization is helped to increase its competitive ability, as well as organizational value. Previous motivational techniques, strategies and systems have become insufficient and inflexible to meet the criteria of today's employees. Therefore, it is necessary to introduce new motivational techniques and systems in order to achieve high motivation, employee satisfaction and successful business operations of the organization. Many organizations have realized that in addition to material compensations, employees today expect non-material compensations as well. With them, the organization achieves the satisfaction of the "higher order" needs of its employees (the need to confirm expertise, ability and a job well done, the need for personal and professional development, the need for self-esteem, the need to achieve a certain status, and other needs related to the employee's position). Therefore, the research goal of this paper is based on finding a solution related to the problem of how and in what way to help management motivate employees with intangible motivation strategies. In the scientific research for the purposes of this paper, scientific research methods will be used, in order to ensure the most reliable, high-quality and concrete knowledge and conclusions about the proposed topic. Various logical and technical methods will be used for the analysis of individual elements and the mutual influence of individual elements, from descriptive, analytical-synthetic, inductive-deductive and compilation methods to statistical and mathematical methods, the use of which will depend on the goals set in the work itself. The research will use: the survey method, methods of systematic analysis, descriptive, and some of the methods that, with certain adjustments, will also be applied in the final considerations. The survey showed that the majority of respondents believe that special stimulation programs should be introduced in their organization. Most respondents also answered that training and career development are more important to them than salary and other material rewards. However, it depends on the positional status of the respondent. According to middle, higher level and top managers, employee participation in decision making and problem solving is very often more important than salaries and other material rewards. For middle- and higher-level respondents, positional

status is more important than salary and other material rewards, while for half of the lower-level respondents, it is not important at all. In addition, for the majority of respondents, it is important to introduce more diverse tasks and skills, responsibility and autonomy into the work, which achieve a greater effect than salaries and other material rewards. And finally, respect and correct attitude of superiors towards employees is very important to all respondents, regardless of their position status. Therefore, the obtained research results moderately confirm the theoretical assumptions. Therefore, the hypothesis: Intangible strategies for motivating employees in the civil service and local and regional self-government are more important than salaries and other material rewards, was accepted because the respondents mostly gave answers in the upper measurement scale.

Key words: motivation, motivating strategies, intangible motivating strategies, management

JEL: D23, H83, J24, O15

MOTIVACIJA ZAPOSLENIH U FUNKCIJI STRATEGIJA UPRAVLJANJA PROMENAMA

ALEKSANDAR DAMNJANOVIĆ

vanredni profesor, Fakultet za diplomatiju i bezbednost, Beograd, adm.tfc@gmail.com

GORDANA MRDAK

Fakultet za diplomatiju i bezbednost, Beograd, gordanamrdak@gmail.com

DRAGAN KOLEV

Panevropski univerzitet Apeiron, Banja Luka, kolevcas@yahoo.com

Apstrakt: Cilj svake organizacije je veći pozitivan ishod njenih zaposlenih. U skladu s tim, organizacije teže da imaju više zadovoljne i spremne zaposlene na rad u interesu organizacije, odnosno motivisane zaposlene. Osim toga, organizacije teže da imaju zaposlene koji se više identifikuju s organizacijom, jer su takvi zaposleni više motivisani da postižu bolje performanse a samim tim doprinose i uspehu organizacije.

Prethodne empirijske studije su pokazale da brojne varijable utiču na gore pomenute ishode zaposlenih. Međutim, manje je istraživanja o individualnim ishodima zaposlenih sa stanovišta zadovoljstva internom komunikacijom. Zbog toga je cilj ovog rada bio da ispita da li zadovoljstvo internom komunikacijom poboljšava individualne ishode zaposlenih – njihovu identifikaciju s organizacijom i motivaciju da ulože napore u interesu organizacije i strategijskog puta organizacije.

Sprovedeno je empirijsko istraživanje. Konačan uzorak je činilo 303 ispitanika koji su zaposleni u mikro, malim i srednjim organizacijama u Republici Srbiji. Koristeći analizu putanje i regresionu analizu utvrđeno je da je zadovoljstvo internom komunikacijom pozitivno povezano sa individualnim ishodima zaposlenih - identifikacijom zaposlenih s organizacijom i motivacijom zaposlenih da ulože napore u interesu organizacije i strategijskog puta organizacije. Identifikacija zaposlenih sa organizacijom ima medijatornu ulogu u odnosu između zadovoljstva internom komunikacijom i motivacije zaposlenih.

U ovom radu, potvrđene su pomoćne i pojedinačne hipoteze, a time i glavna hipoteza: Zadovoljstvo internom komunikacijom poboljšava individualne ishode zaposlenih ka uspostavljanju ciljane promene u organizaciji.

Ključne reči: Strategijski menadžment, upravljanje promenama, motivacija, zadovoljstvo, interna komunikacija, ishodi

JEL: M11

***MOTIVATION OF EMPLOYEES IN THE FUNCTION CHANGE
MANAGEMENT STRATEGY***

Aleksandar Damnjanović, Gordana Mrdak, Dragan Kolev

Abstract: The goal of every organization is a greater positive outcome for its employees. Accordingly, organizations tend to have employees who are more satisfied and ready to work in the interest of the organization, i.e. motivated employees. In addition, organizations tend to have employees who identify more with the organization, because such employees are more motivated to achieve better performance and thus contribute to the success of the organization.

Previous empirical studies have shown that a number of variables influence the aforementioned employee outcomes. However, there is less research on the individual outcomes of employees from the point of view of satisfaction with internal communication. Therefore, the aim of this paper was to examine whether satisfaction with internal communication improves individual employee outcomes - their identification with the organization and motivation to make efforts in the interest of the organization and the strategic path of the organization.

Empirical research was conducted. The final sample consisted of 303 respondents who are employed in micro, small and medium organizations in the Republic of Serbia. Using path analysis and regression analysis, it was determined that satisfaction with internal communication is positively related to individual employee outcomes - employee identification with the organization and employee motivation to invest efforts in the interest of the organization and the organization's strategic path. Employee identification with the organization plays a mediating role in the relationship between satisfaction with internal communication and employee motivation.

In this work, auxiliary and individual hypotheses were confirmed, and thus the main hypothesis: Satisfaction with internal communication improves individual outcomes of employees towards the establishment of a targeted change in the organization.

Key words: Strategic management, change management, motivation, satisfaction, internal communication, outcomes

JEL: 11

DIPFEJK: UPOTREBA U MARKETINGU I BEZBEDNOSNI IZAZOVI

DRAGAN KOLEV

redovni profesor, Panevropski univerzitet Apeiron, Banja Luka, kolevcas@yahoo.com

JELENA LATINVIĆ

Univerzitet PIM Banja Luka, jelenalatinovic5@gmail.com

ŽIVANA KLJAJIĆ

Panevropski univerzitet Apeiron, Banja Luka, zivana.m.kljajic@apeiron-edu.eu

Apstrakt: Marketing je dobio novu mogućnost svog razvoja. Nova marketinška paradigma je zasnovana na dipfejku („duboki lažnjak“), jer je nova tehnologija omogućila je eksponencijalni skok u razvoju marketinga. Ona ima mogućnost da stvarnost (realnost) izmeni (izobličiti), da kreira audio i vizuelne zapise stvarnih (živih i preminulih) koji rade, govore, koji se ponašaju na načine koji se nikada nisu dogodio ali koji mogu da posluže kao efikasno sredstvo marketinga. Ova tehnika mašinskog učenja, oslonjena na veštačku inteligenciju znatno je unapredila sofisticiranost tehnologije i otvorila nove marketinške mogućnosti. Ona dipfejk čini sve realističnijim i otpornijim na otkrivanjem falsifikata (obmane, laži, prevare). Ali ova tehnologija u saradnji sa veštačkom inteligencijom u velikoj meri smanjuje troškove kreiranja marketing miksa, ubrzava procese izrade marketinškog sadržaja. Pored značajnih koristi, ova tehnologija donosi i značajne bezbednosne izazove: briše granicu između stvarnosti i virtuelnosti. Ona otvara brojna pitanja a na neka od njih autor nastoji da ponudi odgovore.

Ključne reči: dipfejk, marketing, veštačka inteligencija, bezbednosno izazovi

JEL: M31, M15

DEEPPFAKE: MARKETING USE AND SECURITY CHALLENGES

Abstract: Marketing has received a new opportunity for its development. The new marketing paradigm is based on the deepfake ("deep fake"), because the new technology enabled an exponential leap in the development of marketing. It has the ability to alter (distort) reality, to create audio and visual recordings of the real (living and deceased) working, speaking, and behaving in ways that have never happened but can serve as an effective marketing tool. This machine learning technique, based on artificial intelligence, has significantly improved the sophistication of the technology and opened up new marketing opportunities. It makes the deepfake more realistic and resistant to the detection of forgeries (deceptions, lies, frauds). But this technology, in cooperation with artificial intelligence, greatly reduces the costs of creating a marketing mix, speeds up the process of creating marketing content. In addition to significant benefits, this technology

also brings significant security challenges: it blurs the line between reality and virtuality. It raises numerous questions, and the author tries to offer answers to some of them.

Key words: deepfake, marketing, artificial intelligence, security challenges

JEL: M31, M15

CORRELATION BETWEEN THE MAGNITUDE OF AIRLINE ANCILLARY REVENUES AND THE POST-PANDEMIC RECOVERY OF THEIR PROFITABILITY

RUŽICA ŠKURLA BABIĆ

*Faculty of transport and traffic sciences, University of Zagreb, Zagreb, Croatia,
rskurla@fpz.unizg.hr*

JASMIN BAJIĆ

Croatia Airlines d.d., Zagreb (Buzin), Croatia, jasmin.bajic@croatiaairlines.hr

MAJA OZMEC-BAN

*Faculty of transport and traffic sciences, University of Zagreb, Zagreb, Croatia,
mozmec@fpz.unizg.hr*

Abstract: Despite a period of passenger and cargo growth over the last few decades, airline return on investment (ROIC) and profit margins are the lowest among the stakeholders in the air transport system. In order to improve overall financial performance, airlines continuously increase ancillary revenues derived from non-ticket sources and thus improve its operating margins with new streams of revenue; in the pre-pandemic year of 2019, ancillary revenues accounted for 109.5 billion US dollars. Proactive airlines demonstrate a high level of innovation in designing a wide range of ancillary products and services that bring added value to the passenger experience, especially when traveling in economy class, from *a la carte* products and services that add value to the basic travel service, commission-based products like hotel or rent-a car bookings or nearby tour packages, frequent flyer programs and third-party advertising. According to the International Air Transport Association (IATA), following the immense negative effects of the COVID-19 pandemic on airline operations, the global airline industry is expected to return to profitability in 2023 with a small net profit of \$4.7 billion - a 0.6% net profit margin with much diverse contribution of individual carriers. The following hypothesis was tested in the paper: the speed of increase in the share of airline ancillary revenues in total revenues correlates with the speed of return to the pre-pandemic values of their profit margins. In order to examine the assumption that airlines that were successful and fast in implementing ancillary products and services also coped better in pandemic conditions and demonstrate greater financial resilience, and recovered more swiftly from unprecedented adversity the paper examine the relationships between the growth of ancillary revenues (measured by the growth of the share of total revenues until 2019) and the speed of profitability recovery after 2019.

Keywords: airline industry, ancillary revenues, correlation coefficient, profitability recovery, COVID-19 pandemic

JEL classification: L25, L93, C12.

STAFF PRODUCTIVITY IN HOTEL INDUSTRY IN TOURISM DESTINATION MAKARSKA

MARIJANA JURIŠIĆ MUSTAPIĆ

senior lecturer, Aspira University College, Split, Croatia, marijana.jurisc@aspira.hr

FILIPA MARUŠIĆ

mag.oec., lecturer, Aspira University College, Split, Croatia, filipa.marusic@aspira.hr

Abstract: The tourism market has been facing a labor crisis. This raises the question of the hotel operations and business processes as well as its business organization. The dynamic tourism environment faces the challenges of business sustainability. The aim of the paper is to examine the staff productivity in the hotels of the city of Makarska. The analysis of labor productivity shows the development of the hotel where guidelines can be provided for the operation and improvement of business processes in order to achieve competitiveness. Methodology used in the paper will be descriptive statistical analysis, as the data obtained comes from secondary data that is necessary for the calculation of indicators for the purposes of this paper. The paper presents the productivity coefficient of a four-star hotel in the city of Makarska. The work represents a significant contribution in the application sense for the hotel industry, so that the management makes the right decisions about the organization of work and number of staff because employees build a reputation in the competitive tourist market.

Keywords: hotel industry, four-star hotels, staff productivity, Makarska.

TAXATION OF DIGITAL SERVICES

IVANA DRAŽIĆ LUTILSKY

*full time professor, Faculty of Economics and Business, University of Zagreb, Zagreb, Croatia,
idrazic@efzg.hr*

SANJA BROZ TOMINAC

*associate professor, Faculty of Economics and Business, University of Zagreb, Zagreb, Croatia,
sbroz@efzg.hr*

MARTINA DRAGIJA KOSTIĆ

*associate professor, Faculty of economics, University of Zagrebu, Zagreb, Croatia,
mdragija@efzg.hr*

Abstract: Digital technologies are changing our societies and economies and they bring new challenges and problems to the taxation policies. When delivering digital services, it is often difficult to determine the location of the customer, which is important for taxation purposes. Cross-border digital companies have new business models often without a physical presence in the countries and at the same time they offer services to users who with their contribution create value for those companies, and states cannot tax it by current rules. Therefore, the European Union also proposed new taxation criteria, i.e. expansion of the definition of permanent business unit with the concept of significant digital presence and tax to certain digital services, which was not accepted in the end. Some countries independently introduced their tax on digital services, which means that there is no consensus on taxation of digital services at the international level. The objective of this paper is, to show the tax treatment of digital services in the European Union, and therefore in Croatia; analyze the legislative solutions of digital taxation services in the United Kingdom and France and make proposals for the introduction of taxes on digital services in Croatia. The expected contribution of the paper is an overview of the tax treatment of digital services through value added tax and profit tax in the European Union and Croatia, analysis of digital taxation service in the United Kingdom and France and finally certain proposals related to introduction of tax on digital services in Croatia.

Keywords: taxation, digital services, legislation, EU, Croatia

JEL classification: H20, H21, H25

GOSPODARSKI KRIMINALITET: PRIJETNJA DRUŠTVU, PODUZEĆIMA I MENADŽMENTU

NINA UREMOVIĆ

Panevropski univerzitet Apeiron, Banja Luka, nina.d.uremovic@apeiron-edu.eu

GORAN MATIJEVIĆ

Požega, Hrvatska, gmatijevic1974@gmail.com

MAJA JOVANOVIĆ

Banja Luka, gmail: majajovanovic.bl@gmail.com

Apstrakt: Gospodarstvo, kao aktivnost pribavljanja, raspolaganja i upravljanja sredstvima i sposobnostima pojedinaca i ljudske zajednice radi zadovoljenja njihovih potreba i želja, koje se u suvremenom svijetu uglavnom vodi putem poduzeća, kojima je osnovni cilj zarada, profit, odnosno povećanje bogatstva, unatoč brojnim zakonskim i pod zakonskim aktima koji reguliraju odnose u njemu i zapriječene kazne, nažalost nije lišeno šteta koje u njemu nastaju činjenjem kaznenih djela. Bilo da kaznena djela čine počinitelji unutar državnih ili javnih ustanova, poduzeća (menadžment ili uposlenici) ili su oni žrtve vanjskih počinitelja. Sveopćom globalizacijom i internacionalizacijom, ovaj problem poprima globalnu dimenziju, zbog čega je uz ostale razloge primjerice EU ustrojila Ured Europskog tužitelja. Internacionalni i nacionalni gospodarski prostor danas predstavlja neograničen i neomeđen prostor, često bez zaštite ili sa minimalnim elementima zaštite, te je kao takav kroz vrijednosti kojima raspolaže, postao „laka“ meta pojedinaca i kriminalnih organizacija sklonih (i dobro obučениh) nedozvoljenim radnjama, sa kojima se svojim aktivnostima bore zemlje širom svijeta. Rad definira osnovne pojmove vezane uz gospodarski kriminalitet, navodi i prikazuje podjelu kaznenih djela gospodarskog kriminaliteta, utvrđuje najbrojnije, predlaže mjere prevencije čime nastoji podići razinu svijesti kod menadžmenta i šire javnosti o opasnostima i nužnosti borbe protiv istih.

Ključne riječi: gospodarstvo, kriminalitet, kaznena djela, menadžment, rizik.

JEL: G32

ECONOMIC CRIME: A THREAT TO SOCIETY, COMPANIES AND MANAGEMENT

Nina Uremović, Goran Matijević, Maja Jovanovic

Abstract: The economy, despite the numerous legal and sub-legal acts that regulate relations in it and prevented punishments, is unfortunately not deprived of the damages caused in it by the commission of criminal acts. Criminal offenses in it can be committed

by perpetrators within state or public institutions, companies (management or employees), or companies and institutions are victims of external perpetrators. With general globalization, this problem takes on a global dimension, which is why, among other reasons, for example, the EU established the European Prosecutor's Office. Today, the international and national economic space is unlimited and often without protection or with minimal elements of protection, and as such, through the values they possess, they are easy targets for individuals and criminal organizations prone to illegal activities, with which countries around the world are fighting with their activities. The paper defines the basic terms related to economic crime, states and shows the division of criminal offenses of economic crime, determines the most numerous, proposes prevention measures, which aims to raise the level of awareness among management and the general public about the dangers and the necessity of fighting against them. Keywords: economy, criminality, criminal acts, management, risk.

Keywords: economy, criminality, criminal acts, management, risk.

JEL: G32

CIP - Каталогизација у публикацији
Народна и универзитетска библиотека
Републике Српске, Бања Лука

330.34(048.3)(0.034.2)

МЕЂУНАРОДНИ научни скуп о економском развоју и
животном стандарду "EDASOL 2023 - Economic development and
Standard of living" (13 ; 2023 ; Бања Лука)

Knjiga apstrakata [Електронски извор] / XIII Међународни
научни скуп о економском развоју и животном стандарду "EDASOL
2023 - Economic development and Standard of living", Banja Luka,
jun/June 9, 2023. = The Book of Abstracts / 13th International
Scientific Conference on economic development and standard of
living "EDASOL 2023 - Economic development and Standard of
living" ; [urednici Sanel Jakupović, Vesna Novaković]. - 1. izd. - El.
zbornik. - Banja Luka : Panevropski univerzitet Apeiron, 2023. -
(Edicija Ekonomska biblioteka ; knj. 153)

Način pristupa (URL): <http://www.edasol-au.com/>. - Ел.
публикација у PDF формату опсега 29 стр. - Насл. са приступне
странице. - Радови на срп. и енгл. језику. - Опис извора дана
07.06.2023. - Системски захтјеви нису наведени.

ISBN 978-99976-87-20-3

COBISS.RS-ID 138547713