



## XV International Scientific Conference on Economic Development and standard of living

### ARTIFICIAL INTELLIGENCE AND SUSTAINABLE BUSINESS CHALLENGES AND OPPORTUNITIES



# EDASOL 2025

THE BUSINESS CONFERENCE WILL BE HELD ALONG WITH THE EDASOL 2025 PROGRAM WITHIN THE FRAMEWORK OF THE PROJECT "EUROPEAN UNION FUNDS AS A SOURCE OF FINANCING FOR SME DEVELOPMENT ACTIVITIES"

June 13, 2025.

Banja Luka, Bosnia and Herzegovina

The XV International Scientific Conference on Economic Development and Living Standards (EDASOL 2025) will be held on June 13, 2025 in Banja Luka (Bosnia and Herzegovina) organized by the Faculty of Business Economics of the Pan-European University Apeiron and in cooperation with partners - Tambov State University from Russia, Beijing Jiatong University from China, Trakya University from Turkey, University of Novo Mesto from Slovenia, Velika Gorica University of Applied Sciences (Republic of Croatia), College of Business Studies from Ljubljana, Slovenia, AUE-FON University Skopje from North Macedonia, "Union Nikola Tesla" University in Belgrade from Serbia, International Burch University in Sarajevo from Bosnia and Herzegovina.

The primary goal of this conference is to bring together international experts from academia, scientific research institutions, and the economy who are relevant to the broader area of economics and development in the context of artificial intelligence and sustainable business. The conference will also provide a platform for the exchange of knowledge, ideas and results between science and industry.

### ORGANIZATION

- 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
- University of Velika Gorica (Republic of Croatia)
- AUE-FON University of Skopje, North Macedonia
- Union Nikola Tesla University in Belgrade, Serbia
- Ljubljana School of Business / Ljubljana School of Business
- International Burch University in Sarajevo, Bosnia and Herzegovina
- Modern Business School, Belgrade, Serbia

### MAIN TOPICS

- Artificial Intelligence
- Sustainable business
- Sustainable Development Goals
- Applying ESG standards in business
- Circular economy
- Electronic money and innovations in monetary policy
- Modern marketing
- Digitization
- Digital transformation
- Fiscal economics
- Corporate Social Responsibility (CSR)
- Digitization of business processes,
- Information technologies as support for economic development
- Multimedia and marketing communications
- Research and development,
- e-Government
- Labor market and educational policy
- Risk management
- Statistical analysis and quantitative methods
- Logistics and management

### BUSINESS CONFERENCE

Parallel to the EDASOL program, a business conference "European Union funds as a source of financing for SME development activities" will be held. The conference is organized by the NGO „ERK“ which is co-financed by Ministry of Economy and Entrepreneurship Republic of Srpska.

### PROGRAM COMMITTEE

Novaković V., president	Dybala A. (Poland)
Jakupović E. (Bosnia and Herzegovina)	Hašić E. (Bosnia and Herzegovina)
Koval V. (Ukraine)	Berger W. (Austria)
Wakounig M. (Austria)	Stiasny M. (Austria)
Claessens E. (Belgium)	Baltov M. (Bulgaria)
Antoaneta V. (Bulgaria)	Ratković R. (Montenegro)
Ognjanović V. (Montenegro)	Kandžija V. (Croatia)
Bilas V. (Croatia)	Morić V. (Croatia)
Hunjet A. (Croatia)	Villa A. (Italy)
Moscheni D. (Italy)	Feng C. (China)
Li Zhang (China)	Tripunovski M. (North Macedonia)
Biljan J. (North Macedonia)	Jilevska ED (North Macedonia)
Ivanovska S. (North Macedonia)	Wolfgang HM (Germany)
Gellert L. (Germany)	Paszek Z. (Poland)
lordache E. (Romania)	Mustafić A. (Netherlands)
Mujagić E. (Netherlands)	Yuriev VM (Russia)
Karpunina EK (Russia)	Pakhomov MA (Russia)
Nikolayevich VM (Russia)	Rosi B. (Slovenia)
Kramberger T. (Slovenia)	Kumar A. (Slovenia)
Grivec M. (Slovenia)	Blažič M. (Slovenia)
Franc S. (Croatia)	Vunjak N. (Serbia)
Zivkovic A. (Serbia)	Bubanja VM (Serbia)
Barjaktarović S. (Serbia)	Caliyurt KT (Turkey)
Buyukmirza K. (Turkey)	Pukdemir R. (Turkey)
Burkcin E. (Turkey)	Ozbirecikli M. (Turkey)
Zefi E. (Albania)	Tran Ngoc Huy D. (Vietnam)
Poturak M. (Bosnia and Herzegovina)	Askerc, K (Slovenia)
Dasic, G (Serbia)	Maksimovic Sekulic N (Serbia)
Đurić, Ž. (Bosnia and Herzegovina)	Držajić, K (Bosnia and Herzegovina)

### ORGANIZING COMMITTEE

<b>Jakupović Sanel, president</b>	Mirjana Landika
Aleksic Sinisa	Uremovic Darko
Vučenović Radovan	Petkovic Marijana
Dujakovic Maja	Dugonjic Zorica
Tomic Sinisa	Tatarević Elvedina

### CONFERENCE SECRETARIAT

<b>Technical secretary:</b>	<b>Tanja Škorić,</b>
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Phone:	+387(0)51 247 9 72 ;

### IMPORTANT DATES

Deadline for submission of abstracts and finished papers (for papers submitted for potential publication in the journal "EMC Review" in June 2025): April 30, 2025. Submission of paper titles and abstracts (from 150 to 300 words) is done on the abstract submission form (download at [the link](#).)

Notice of acceptance of abstracts and finished papers (for papers submitted for potential publication in the journal "EMC Review" in June 2025):

**May 9, 2025.**

Deadline for submission of abstracts and finished papers (for papers submitted for potential publication in the journal "EMC Review" in December 2024):

**May 31, 2025.**

Notification of acceptance of abstracts and finished papers (for papers submitted for potential publication in the journal "EMC Review" in December 2024):

**June 6, 2025.**

**CONFERENCE DATE June 13, 2025.**

## INFORMATION FOR PARTICIPANTS

### VENUE OF THE CONFERENCE

Pan-European University Apeiron, Vojvode Pere Krece 13, 78 102 Banja Luka, Bosnia and Herzegovina  
Google maps: Q54M+CR Banja Luka

### ACCOMMODATION

For participants outside Banja Luka, we recommend accommodation at the Hotel " Palas ", Address: Kralja Petra I Karadordevića 60 , 78 000 Banja Luka, Bosnia and Herzegovina .

Google maps: Q5 9Q + RF Banja Luka

Phone: +387 (0)51 223 040

E-mail: [info@hotelpalasbl.com](mailto:info@hotelpalasbl.com)

Web: [www.zeptherhotelpalace.com](http://www.zeptherhotelpalace.com)

Detailed information about hotel accommodation in Banja Luka :

[www.banja-luka-hotels.eurobookings.com](http://www.banja-luka-hotels.eurobookings.com)

### REGISTRATION

Registration of conference participants will be done at the registration desk in the premises of the Pan-European University Apeiron in Banja Luka.

June 13, 2025 09:00 – 10:00

### FEES PER AUTHOR (VAT included)

Deadline for early registration and payment of conference participation fee:

**May 15, 2025. 200.00 KM / 100.00 EUR**

Deadline for payment of conference participation fee:

**June 13, 2025. 300.00 KM / 150.00 EUR**

The registration fee includes : conference organization, accreditation materials, costs of anonymous review for publication of contributions in the journal "EMC Review", lunch and refreshments during the conference, one printed copy of the conference proceedings (conference program and book of abstracts), certificate.

Students and academic staff of the Pan-European University Apeiron, as well as participants of the business conference of the "REPRO-DI" project, do not pay the registration fee.

All accepted papers after positive review will be published in issues of the journal "EMC Review" ( [www.emc-review.com](http://www.emc-review.com) ). Publication of the paper is included in the registration fee.



## INSTRUCTIONS FOR THE PAYMENT OF THE FEES

Registration fees can be paid to the bank account of the Pan-European University Apeiron :

- Account number for domestic payments (in KM): 5 672411100011097 (with the indication "for the scientific conference EDASOL 20 25"), or
- Foreign currency account number for foreign payments (in EUR) at Raiffeisen Bank dd Bosnia and Herzegovina, Swift code: RZBABA2S; Address: Zmaja od Bosne bb, Sarajevo BiH; IBAN code: BA391611450000306895, Beneficiary name: APEIRON Panevropski univerzitet, Beneficiary Address: Vojvode Pere Krece 13.

### SPONSORSHIP

Interested entities (companies, institutions and others) can sponsor the EDASOL conference in the following way:

- Presentation via "info stand", 300.00 KM (150.00 EUR),
- Multimedia presentation, including an "info stand", 500.00 KM (250.00 EUR).

### PRESENTATIONS

Presentations should last up to 10 minutes. Authors will have the opportunity to use computers for presentations (Power Point).

For participants who are unable to physically attend

The conference will be available online via the Zoom application.



### PUBLICATIONS

In accordance with the recommendations of the conference program committee, the authors of selected papers will be invited to prepare their papers for publication in the following publications:

- Book of abstracts of all accepted and presented papers (with ISBN number); and
- Journal of Economics and Market Communication – Economy and Market Communication Review (ESCI – Web of Science, Clarivate Analytics).



### INSTRUCTIONS FOR AUTHORS OF PAPERS

Authors are required to prepare and submit their papers via the OJS platform, in accordance with the "Instructions for Authors" which are given on the website of the Journal of Economics and Market Communications – E MC Review at the following [link](#).



## CONFERENCE LANGUAGES

The official languages of the conference are English and the languages of the peoples of Bosnia and Herzegovina.

## HOW TO GET TO "EDASOL"?

### ARRIVAL BY PLANE

- Banja Luka airport + bus transfer (20 minutes drive)
- Zagreb airport + bus to Banja Luka (2h drive)
- Sarajevo airport + bus to Banja Luka (4h drive)
- Belgrade Airport + bus to Banja Luka (4h drive)

### ARRIVAL BY CAR

- From Zagreb (188 km); highway A1, exit Banja Luka - highway E661 (Gradiška-Banja Luka)
- From Belgrade (330 km); highway A-3 (Serbia) – highway A1 (Croatia), exit Banja Luka – highway E661 (Gradiška-Banja Luka)
- From Sarajevo (189 km); – A1 motorway (FBiH) – "9.januar" motorway (Doboj-Banja Luka).

