



## MELSIS 2024

7th International Scientific Conference  
“Modern Challenges in Management,  
Economy, Law, Security and Information  
Society”, May 17, 2024, Belgrade, Serbia.



## The 7<sup>th</sup> International Scientific Conference Management and law 2024

Modern Challenges in Management, Economy, Law,  
Security and Information Society – „MELSIS 2024“

# CONFERENCE AGENDA

Belgrade, May 17, 2024

**09:00 – 10:00 Registration of participants Amphitheatre A1**

**10.00 Keynote speaker - PRESIDENT OF THE COUNCIL OF THE  
UNIVERSITY OF MB**

**10.15. THE PLENARY SECTION – WORKS BY INVITATION**

**1. Emilien Watelet**

**HOW CAN DRONES INFLUENCE GLOBAL SECURITY?**

**2. Boris Krivokapić**

**THE ROLE OF STATES IN THE SUPERVISION OF HUMAN RIGHTS**

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## **Session I / Amphitheatre 1.**

### **I MODERN CHALLENGES IN ECONOMICS AND MANAGEMENT**

**Chair: Snežana Maksimović**

**Co-chair: Kristijan Ristić**

**10:40 - 12:00**

**1. Ivan Efremovski**

**ARTIFICIAL INTELLIGENCE AND ADMINISTRATIVE CULTURE IN THE CONTEXT OF GOOD GOVERNANCE – FROM PARADIGM TO TENDENCY**

**2. Gordana Mrdak, Aleksandar M. Damjanović, Danijela M.Bjela**

**STRATEGIES TO SUPPORT THE INSTITUTIONAL FRAMEWORK OF ECONOMIC DIPLOMACY IN THE REPUBLIC OF SERBIA**

**3. Nataša Simić, Vesna Petrović**

**APPLICATION OF CONCEPTUAL FRAMEWORKS OF RISK MANAGEMENT IN THE COMPANY AS A KEY COMPONENT OF SUCCESSFUL MANAGEMENT STRATEGY.**

**4. Marijana Joksimović, Marija Paunović, Jelena Dogmanović**

**MONEY LAUNDERING THROUGH CRYPTOCURRENCIES**

**5. Ljubomir Miljković, Dragana Trnavac**

**FOREIGN EXCHANGE BUSINESS OF RS AND THE EFFECTS OF PAYMENT TRAFFIC WITH ABROAD**

**6. Kristijan Ristić, Davor Macura**

**TAX POLICY AND ENVIRONMENTAL CHALLENGES IN THE EUROPEAN UNION – EARLIER TENDENCIES AND THEIR REFLECTION TODAY**

**7. Marijana Aleksić, Pavle Dakić, Igor Stupavský**

**DESIGN AND IMPLEMENTATION OF QUALITY MANAGEMENT PRODUCTS AND SERVICES**

**12.00 Short break**

**12:20 - 15:50**

**8. Danijela Parojčić, Milan Stamatović, Aleksa Parojčić**

**INFLUENCE OF INTELLECTUAL CAPITAL ON BUSINESS PERFORMANCE AND CREATION OF COMPETITIVE ADVANTAGE**

**9. Vesna Milanović, Vesna Miletić**

**SATISFACTION WITH SUPERVISOR'S COMMUNICATION AMONG EMPLOYEES IN BANKING ORGANIZATIONS**

**10. Pavle Dakić, Marijana Aleksić, Igor Stupavský**

**EVOLUTION AND SIGNIFICANCE OF CLOUD COMPUTING: A COMPREHENSIVE ANALYSIS IN AUTOMOTIVE BUSINESS OPERATIONS**

**11. Ljiljana Kontić, Miloš Teodosijević, Vlada Živanović**

**TURNAROUND STRATEGY IN SERBIAN INDUSTRY**

**12. Snežana B. Aleksić**

**THE RELATIONSHIP OF THE GREEN AGENDA OF SERBIA AND THE URBANIZATION OF THE MUNICIPALITY OF SURČIN FOR THE IMPLEMENTATION OF EXPO 2027 - SITUATION AND PERSPECTIVES**

**13. Vojislav Todorović, Momčilo Jokić, Ratko Ljubojević**

**REACTIONS OF SCIENTIFIC PUBLIC OPINION AND TENDENCIES IN THE PRESERVATION AND PROTECTION OF CULTURAL HERITAGE**

**14. Vesela Vlašković, Snežana Maksimović, Aleksandar M. Damjanović**

**THE IMPORTANCE OF IMPLEMENTING GOOD GOVERNANCE PRINCIPLES IN PUBLIC-PRIVATE PARTNERSHIPS IN SERBIA**

**15. Stefan Mirković, Goran Babić**

**CHANGES MANAGEMENT IN A COMPANY'S CRISIS ENVIRONMENT**

**16. Aleksandra Tornjanski**

**THE NECESSITY OF THE DEVELOPMENT OF TRAFFIC INFRASTRUCTURE FOR THE FURTHER DEVELOPMENT OF SPA TOURISM IN SERBIA ON THE EXAMPLE OF BUKOVIČKA SPA**

**17. Kristijan Ristić, Milana Mrkalj, Sfyraakis Evangelos**

**"GREEN" FINANCE AND "GREEN" BANKING**

**18. Katarína Bielčíková, Igor Stupavský**

**DETECTION OF MISINFORMATION USING NLP METHODS AND STYLOMETRY ON SOCIAL MEDIA IN THE SLOVAK LANGUAGE**

**19. Aleksandar M. Damjanović, Damir Karlica**

**SECURITY RISKS AND HUMAN POTENTIAL DEVELOPMENT IN THE MILITARY ORGANIZATION**

**20. Snežana Maksimović, Rwiđa Kreiw, Dragiša Mijačić**

**THE CONCEPT OF QUALITY MANAGEMENT IN PUBLIC ADMINISTRATION: Experiences from Serbia and recommendations for Libya**

**21. Same Ashebane Musbah, Ali Omar Ahmed**

**APPLICATION OF BUSINESS INTELLIGENCE IN BUSINESS ANALYSIS**

**22. Dania Elbashir**

**THE ROLE OF FOREIGN INVESTMENTS IN THE OIL INDUSTRY**

**23. Rania Elbashir**

**TOOLS AND POLICIES FOR EARLY DETECTION OF BAD DEBTS**

**24 Saad Bashir**

**ECONOMIC BENEFITS RESULTING FROM THE SALE OF PUBLIC SECTOR PROPERTY**

**25. Vladimir Todorović, Pavle Dakić**

**THE FUTURE OF ROBOTIC VEHICLES WITH THE CONTRADICTIONS OF PROCESS IN THE GREEN AGENDA AND PRODUCTION OF DIFFERENT POWER SOURCES**

**26. Abdelraouf Alshibani**

**CONTEMPORARY TRENDS IN MANAGEMENT AS IMPORTANT PART OF ORGANIZATIONAL VALUE CREATION**

**27. Ali Omar Ahmed, Same Ashebane Musbah**

**EDUCATION IN ENVIRONMENTAL PROTECTION**

## **Session II / Amphitheatre 2**

### **II MODERN CHALLENGES IN LAW AND SECURITY**

**Chair: Dragana Lazić**

**Co-chair: Marija Kostić**

**10:40 - 12:00**

**1. Nedo Danilović, Samra Dečković, Dragan A. Manojlović**

**EPISTEMOLOGICAL ANALYSIS OF THE BASIC TERMINOLOGICAL DEFINITIONS OF THE TERM TERRORISM**

**2. Emilija Icoska**

**COMPARATIVE VIEW OF THE EUROPEAN CONVENTION ON HUMAN RIGHTS WITH THE CHARTER OF FUNDAMENTAL RIGHTS OF THE EUROPEAN UNION AND THEIR TRENDS IN THE INTERNATIONAL COMMUNITY**

**3. Jordanka Galeva**

**RULE OF LAW AND USE OF STATE AND MINORITY SYMBOLS IN MACEDONIAN AND SERBIAN CASE**

**4. Konstantinos D. Magliveras**

**REFLECTIONS ON THE 200 YEARS OF THE HISTORY OF INTERNATIONAL ORGANISATIONS**

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5. Dragan A. Manojlović, Dragana Lazić, Živanka Miladinović Bogavac

**DEADLY ATTACK: DUBONA AND MALO ORASJE: LEAVE THE PROTECTOR**

6. Marija Grozdanovska

**THE DIGITAL ERA AS A CHALLENGE FOR HUMAN RIGHTS**

7. Dragana Lazić, Sanja Stanković, Jelena Vuković

**COMMERCIAL OFFENCES BY COMPANIES IN THE CONDITIONS OF COMPETITIVE BUSINESS**

**12.00** Short break

**12:20 - 15:50**

8. Milena Spasovska

**PSYCHOLOGICAL TESTING IN PROFESSIONAL SELECTION: APPLICATIONS AND CONSIDERATIONS**

9. Zoran Jerotijević, Dušan Jerotijević, Aleksandar Matić

**ROLE AND SIGNIFICANCE OF BRICS**

10. Kristina Misheva

**THE PUBLIC- PRIVATE PARTNERSHIP- benefit or challenge for the Macedonian public helathcare**

11. Milan ječmenić, Ratko Ivković, Veljko Sinanović

**ADAPTING RULES ON TORT CIVIL LIABILITY TO ARTIFICIAL INTELLIGENCE**

12. Kristijan Panev

**UNDERSTANDING MERGER CONTROL IN MACEDONIAN COMPETITION LAW**

13. Marija Kostić, Jovan Kojičić

**ARTIFICIAL INTELLIGENCE IN THE LEGAL SYSTEM OF THE REPUBLIC OF SERBIA: PUBLIC ADMINISTRATION AND LEGISLATIVE ASPECTS OF ETHICAL AND LEGAL IMPLEMENTATION**

14. Snežana Stojanović

**INTERNATIONAL TAX SYSTEM AND MULTINATIONAL COMPANIES**

15. Slobodan Petrović, Momčilo Jokić, Zorančo Vasilkov

**POLITICS AND MEDIA IN THE ERA OF GLOBAL CHANGES: TRUTH AND MANIPULATION**

16. Zoran Jerotijević, Dušan Jerotijević, Živanka Miladinović Bogavac

**EMPIRE OD JAPAN**

17. Dragan Milovanović

APPLICATION OF UNDERCOVER INVESTIGATORS IN COMBATING CORRUPTION  
AT BORDER CROSSINGS

18. Miljan M. Žižić

MYTH- AS A FACTOR IN THE EMERGENCE AND DEVELOPMENT OF NATURAL LAW  
THOUGHT

19. Aleksandar B. Ivanović, Dragan B. Cvetković, Nenad M. Mladenović

ESTATE RELATIONS OF UNMARRIED PARTNERS

20. Martin Matijašević, Zoran Jovanovski, Nenad M. Mladenović

MIGRATION POLICY OF THE EUROPEAN UNION

### Session III / Amphitheatre 3.

## III MODERN CHALLENGES IN INFORMATION SOCIETY

Chair: Aleksandar Marković

Co-chair: Vuk Vujović

1. Borivoje Milošević, Dušan Regodić, Ana Vukić

ONE APPROACH TO SOLVING PROBLEMS ON A QUANTUM COMPUTER

2. Dejan Ninković

INFLUENTIAL FACTORS INCREASING THE LIKELYHOOD OF AI ASSOCIATED RISKS  
OCCURRING

3. Dejan Nikolić, Biljana Nikolić

AN OVERVIEW OF THE DEVELOPMENT OF INFORMATION TECHNOLOGY  
THROUGH FAMOUS WRONG PREDICTIONS IN THE PAST

12.00 Short break

12:20 - 14:50

4. Zoran Milivojević, Ratko Ivković, Dragiša Balanesković

ESTIMATION OF THE TARTINI TONE AT VIOLA

5. Sakina M.A. Makhzoum

CHALLENGES OF ARTIFICIAL INTELLIGENCE (AI) IN HIGHER EDUCATION  
INSTITUTIONS IN LIBYA

6. Dejan Dodić, Dušan Regodić

ANALYSIS OF THE EFFICIENCY OF GPT-2 MODEL APPLICATION WITH ADAPTED  
TRANSFER LEARNING ON VARIOUS HARDWARE ARCHITECTURES

**7. Halima Onalla Ali, Ziad Alamin Emhmed, Muftah Imhemed Husayn**

**APPLICATION OF ARTIFICIAL INTELLIGENCE – ADVANTAGES, BENEFITS AND DANGERS**

**8. Jesús Muñoz-Cádi, Iva Vasic, Bata Vasic**

**ENSURING THE WATERMARK BITS SYNCHRONISATION IN VR REPRESENTATIONS USING THE HYBRID WATERMARKING MODEL IN TRASFORM DOMAIN AND 3VR SPATIAL GEOMETRY DETERMINATION**