

Alfa BK Univerzitet
Fakultet za finansije, bankarstvo i reviziju
Bulevar maršala Tolbuhina 8, 11070 Novi Beograd, Srbija
+381 (0) 11 2699-039
www.alfa.edu.rs

**Second International Scientific Conference
"Challenges of Digitalization in the Business World"
Belgrade, November 22-23, 2023**



Alfa BK University, Faculty of Finance, Banking and Auditing from Belgrade, in co-operation with its partner institutions on the **Project U 01/2023 GREEN ECONOMY IN THE ERA OF DIGITALIZATION**, as well as with its following co-organising partner organizations: International Politics and Economics from Belgrade, Institute for Agricultural Economics from Belgrade, Institute for European Studies from Belgrade, Faculty of Hotel Management and Tourism from Vrnjačka Banja, University of Kragujevac, Faculty of Business Studies and Law of the MB University from Belgrade, the Faculty of Mediterranean Business Studies Tivat of the "Adriatic" University from Bar, Montenegro, Burgas Free University from Burgas, Bulgaria, Faculty of Commercial and Business Sciences, Celje, Slovenija, CEATM (Building bridges between Slovenia, Western Balkan and the World), National Academy of Public Administration of the Republic of Serbia, Scientific Society of Serbia for Accounting and Auditing and Institute of Economics and Finance, Belgrade is honoured and delighted to invite you to participate and contribute to its *Second International Scientific Conference "Challenges of Digitalization in the Business World"* that will be held in Belgrade, Republic of Serbia, on November 22-23, 2023.

We are honoured and delighted to invite you to attend and contribute to our traditional *Second International Scientific Conference "Challenges of Digitalization in the Business World"*, which represents the successful continuation of our *First International Scientific Conference "Covid-19 and the Challenges of Business World"* held on March 25, 2021 in Belgrade.

Conference International Scientific Committee members

- Prof. Antoaneta Vassileva, PhD, Full Professor, Professor of International Business and Marketing at the International Economic Relations and Business Department at the University of National and World Economy, Sofia, Bulgaria;

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- Prof. Milen Baltov, PhD, Full Professor, Rector of the Burgas Free University, Burgas, Bulgaria;
- Prof. Nikolae Bibu, PhD, Full Professor, Emeritus Professor of International Management, Faculty of Management on West University Timisoara, Timisoara, Romania;
- Prof. Stevo Nikić, PhD, Full Professor, Rector of the “Adriatic” University, Bar, Montenegro;
- Prof. Mirko Tripunoski, PhD, Full Professor, Professor of International Economy and International Marketing and Management on Faculty of Economics University of FON, Skopje, North Macedonia;
- Prof. Svetlana Aleksandrova, PhD, Full Professor, Professor of International Finances on University for National and World Economy, Sofia, Advisor in the Ministry of Economics of Republic of Bulgaria,
- Prof. Shaik Azahar Bin Shaik Hussain, PhD, Senior Lecturer, University Malaysia Sarawak, Malaysia;
- Prof. Professor Ivan Stojčev, PhD, Associate Professor of International Business and Management on University for National and World Economy, Sofia, Bulgaria;
- Prof. Nikola Vukčević, PhD, Associate Professor, Vice Dean of Faculty of Mediterranean Business Studies Tivat, University "Adriatic" Bar, Montenegro;
- Prof. rer. pol. habil. Bruno Schönfelder, PhD, Full Professor, Professor at Technische Universität Bergakademie, Freiberg, Germany;
- Prof. Tatjana Dolisek, PhD, Associate Professor, Dean of Faculty of Commercial and Business Sciences, Celje, Slovenija;
- Prof. Milica Uvalić, PhD, Full Professor, Department of Political Science, University of Perugia, Italy;
- Prof. Andrej Raspor, PhD, Full Professor, Faculty of Commercial and Business Sciences, Celje, Slovenija;
- Prof. Jan Buleca, PhD, Associate Professor, Technical University of Kosice, Faculty of Economics, Kosice, Slovak Republic;
- Prof. Neda Vitezić, PhD, Full Professor, Faculty of Economics and Business, University of Rijeka, Croatia;
- Prof. Andrijana Kos Kavran, PhD, College Professor, Polytechnic of Međimurje in Čakovec, Croatia;
- Prof. Marina Gregorić, PhD, Assistant Professor, University North, Koprivnica, Croatia;
- Prof. Milivoje Radović, PhD, Full Professor, University of Montenegro, Faculty of Economics, Podgorica, Montenegro;
- Prof. Milorad Stamenovic, PhD, Research Fellow, Universite Cote ‘D Azur, Nice, France;

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- Prof. Marko Milošević, PhD, College Professor, College of Service Business, East Sarajevo-Sokolac, Bosnia and Herzegovina.

Conference Scientific Committee members

- PhD Marijana Joksimović, Full Professor, Research Associate, President of Scientific Committee, Alfa BK University, Faculty of Finance, Banking and Auditing, Belgrade;
- PhD Jozefina Beke-Trivunac, Full Professor, Research Associate, Vice president of Scientific Committee, Alfa BK University, Faculty of Finance, Banking and Auditing, Director of the Institute for Strategic Studies and Development "Petar Karic", Belgrade;
- PhD Jovan Veselinović, Full Professor, Rector of Alfa BK University, Faculty of Management in Sport, Belgrade;
- PhD Larisa Jovanović, Full Professor, Professor Emeritus, Alfa BK University, Faculty of Finance, Banking and Auditing, president of the Scientific and Professional Society for Environmental Protection Ecologica, Belgrade;
- PhD Ljubomir Madžar, Full Professor, Professor Emeritus, Alfa BK University, Faculty of Finance, Banking and Auditing, corresponding member of the Slovenian Academy of Sciences and Arts in Ljubljana, Slovenia;
- Prof. Predrag Kajganić, Full Professor, Art Academy of Alfa BK University, Belgrade;
- PhD Aleksandar Prnjat, Full Professor, Alfa BK University, Belgrade;
- PhD Maja Ćuk, Full Professor, Alfa BK University, Faculty of Foreign Languages, Belgrade;
- PhD Nemanja Pažin, Full Professor, Alfa BK University, Faculty of Management in Sport, Belgrade;
- Prof. Dragoljub Elčić, Full Professor, Art Academy of Alfa BK University, Belgrade;
- PhD Lazar Kopanja, Associate Professor, Alfa BK University, Faculty of Information Technologies, Belgrade;
- PhD Milan Gligorijević, Associate Professor, Alfa BK University, Faculty of Information Technologies, Belgrade;
- PhD Tijana Parezanović, Associate Professor, Alfa BK University, Faculty of Foreign Languages, Belgrade;
- PhD Valentina Budinčić, Associate Professor, Alfa BK University, Faculty of Foreign Languages, Belgrade;
- PhD Miša Đurković, Principal research fellow, Director of Institute for European Studies, Belgrade;
- PhD Branislav Đorđević, Full Professor, Principal research fellow, Director of Institute of International Politics and Economics, Belgrade;

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- PhD Miroslav Milojević, Full Professor, Director of Institute of Economics and Finance, Belgrade;
- PhD Jonel Subić, Full Professor, Principal research fellow, Director of Institute of Agricultural Economics, Belgrade;
- PhD Drago Cvijanović, Full Professor, Principal research fellow, Dean of Faculty of Hotel Management and Tourism from Vrnjačka Banja, University of Kragujevac;
- PhD Dejan Miletić, Full Professor, acting director of the National Academy for Public Administration of the Republic of Serbia, Belgrade;
- PhD Vladan Pavlović, Full Professor, Principal research fellow, University of Pristina, temporarily seated in Kosovska Mitrovica Faculty of Economics
- PhD Isidora Ljumović, Principal research fellow, Institute of Economic Sciences, Belgrade;
- PhD Nemanja Pantić, Assistant Professor, Faculty of Hotel Management and Tourism from Vrnjačka Banja, University of Kragujevac;
- PhD Gorica Cvijanović, Full Professor, Principal research fellow, Institute for Information Technologies Kragujevac, University of Kragujevac;
- PhD Vladimir Zakić, Full Professor, Faculty of Agricultural, University of Belgrade, Belgrade,
- PhD Ivona Lađevac, Associate Researcher, Vice director of Institute of International Politics and Economics, Belgrade;
- PhD Gordana Vukelić, Full Professor, Rector of the University Union, Belgrade;
- PhD Ivan Milenković, Full Professor, Faculty of Economics in Subotica, University of Novi Sad, Subotica;
- PhD Branislav Narandžic, Full Professor, University New Sad;
- PhD Nataša Stanojević, Full Professor, Research Associate, Institute of International Politics and Economics, Belgrade;
- PhD Predrag Kapor, Full Professor, Faculty for Business Study, Megatrend University, Belgrade;
- PhD Bojana Novičević Čečević, Associate Professor, Faculty of Economics in Niš, University of Niš, Niš;
- PhD Stevica Deđanski, Associate Professor, Research Associate, Faculty of Social Sciences, president of Center for the Development of International Cooperation, Belgrade;
- PhD Živanka Miladinović Bogavac, Associate Professor, Vice rector, Faculty of Business and Law, MB University, Belgrade;
- PhD Milica Simić, Assistant Professor, Alfa BK University, Faculty of Finance, Banking and Auditing, Belgrade;
- PhD Lidija Madžar, Assistant Professor, Alfa BK University, Faculty of Finance, Banking and Auditing, Belgrade;

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- PhD Suzana Balaban, Assistant Professor, Alfa BK University, Faculty of Finance, Banking and Auditing, Belgrade;
- PhD Drinka Peković, Assistant Professor, Alfa BK University, Faculty of Finance, Banking and Auditing, Belgrade;
- PhD Ivan Pavkov, Assistant Professor, Alfa BK University, Faculty of Information Technologies, Belgrade;
- PhD Milan Brkljač, Assistant Professor, Alfa BK University, Faculty of Finance, Banking and Auditing, Belgrade;
- PhD Marija Paunović, Assistant Professor, Faculty of Hotel Management and Tourism from Vrnjačka Banja, University of Kragujevac; Associate Professor, Faculty of Business and Law, MB University, Belgrade;
- PhD Zoran Milosavljević, Assistant Professor, Research Associate, Institute for Political Studies, Belgrade;
- PhD Andrijana Maksimović, Assistant Professor, State University in Novi Pazar, Novi Pazar;
- PhD Vladan Stanković, Senior Research Associate, Institute for Political Studies, Belgrade;
- PhD Dušica Karić, Full Professor and Professor of Vocational Studies, Belgrade Academy of Business and Art Vocational Studies, Belgrade;
- PhD Borjana Mirjanić, Professor of Vocational Studies, Belgrade Academy of Business and Art Vocational Studies, Belgrade;
- PhD Vladimir Ristanović, Research Associate, Institute for European Studies, Belgrade;
- PhD Katarina Zakić, Research Associate, Institute of International Politics and Economics, Belgrade;
- PhD Biljana Grujić Vučkovski, Research Associate, Institute of Agricultural Economics, Belgrade;
- PhD Zoran Simonović, Research Associate, Institute of Agricultural Economics, Belgrade;
- PhD Gordana Mrdak, Associate Professor, Faculty of Diplomacy and Security, Union University "Nikola Tesla", Belgrade;
- PhD Dragana Đurić, Associate Professor, Faculty of Business and Law, MB University, Belgrade;
- PhD Jelena Vuković, Assistant Professor, Faculty of Business and Law, MB University, Belgrade;
- PhD Jelena Doganjić, Assistant Professor, Faculty of Business and Law, MB University, Belgrade;
- PhD Dejan Živkov, Research Associate, University of Novi Sad, College of Business Vocational Studies, Novi Sad;

Secretary of the International Meeting

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PhD Lidija Madžar, Assistant Professor, Alfa BK University, Belgrade.

Scientific papers for the *Second International Scientific Conference "Challenges of Digitalization in the Business World"* should be submitted by e-mail to the following Conference address: naucniskup@alfa.edu.rs

Conference articles and papers that are not written according to the Authors' Guidelines will be returned to the authors for revision. All the papers will be published in the **Second International Conference Proceedings**. Alternatively, the selected papers might be published in a special thematic issue of the scientific journal *Auditor* in the edition of the Institute of Economics and Finance from Belgrade, as well as in the scientific *Journal of Social Sciences* in the edition of Alfa BK University, in a previously reached agreement with the authors. All papers are subject to scientific peer review.

The mentioned scientific Journals could publish the following types of categorized papers:

- original scientific papers,
- review papers, and
- professional papers.

Maximum volume of the paper is 10 pages, and the minimum one is 5 pages. In addition to the text, the article scope also includes pictures, photographs and tables. One author can be an author or co-author in a maximum of three Conference papers.

Papers should be written concisely in correct English, with the required abstract in English and Serbian language. The authors of the papers are responsible for the content, authenticity and originality of the papers, as well as for all other consequences that may result from their publication.

The goals of the International Scientific Conference

The aim of the *Second International Scientific Conference "Challenges of Digitalization in the Business World"* is to gather and enable authors from universities, academic institutes, research centres, business, practitioners and the representatives from the whole economy to present their newest research results and discuss the latest achievements, findings and/or concepts by opening and developing new directions of research, accessing to innovative practices, as well as by debating about the contemporary issues of digitalization in a constantly evolving world.

The International Scientific Conference seeks to bring together authors from various scientific fields with the idea of developing and identifying research opportunities, with the aim to form research teams to promote useful research results in the project work, as well as to participate in corresponding national and European research programs. All interested authors from universities, scientific institutes, research centres, and the government and business sector are invited to contribute and submit their papers and take part in the *Second International Scientific Conference "Challenges of Digitalization in the Business World"*

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The conference will be held in a hybrid format, by a combination of live and online authors' oral presentations. The scientific part of the Conference will take place through:
Oral presentations (15+5 min), live and via online platform, will be held on November 22-23, 2023.

This year`s Conference topics will include:

- Challenges of Digitalization in the Financial Sector
- Challenges of Digitalization in the Money laundering
- Challenges of Digitalization in the Economic and Regional Development
- Challenges of Digitalization in the National Economy
- Challenges of Digitalization in the International and Local Financial Markets
- Challenges of Digitalization in the Knowledge Economy
- Challenges of Digitalization in the Education and Knowledge Management
- Challenges of Digitalization in the Environmental Economy
- Challenges of Digitalization in the Tourism Management
- Challenges of Digitalization in the Innovation Management
- Challenges of Digitalization in the Legal Business Environment
- Challenges of Digitalization in the Corporate Finance and Managerial Economy
- Challenges of Digitalization in the Online Business and Remote Working
- Challenges of Digitalization in the Accounting and Auditing
- Challenges of Digitalization in the Cybercrime
- Challenges of Digitalization in the Taxation
- Challenges of Digitalization in the Local and Municipal Services
- Challenges of Digitalization in the IT sector
- Challenges of Digitalization in the Financial, Political, Country, Banking, Foreign Exchange, Market, Investment, Interest Rate, Credit, Inflationary and other Types of Risks
- Challenges of Digitalization in the Contemporary Literature
- Challenges of Digitalization in the Sport
- Challenges of Digitalization in the International Relations
- Challenges of Digitalization in the Agriculture
- Challenges of Digitalization in the Energy Transition
- Challenges of Digitalization in the Mining Sector
- Challenges of Digitalization in Political Sciences
- Challenges of Digitalization in the Health-Sanitary Engineering
- Challenges of Digitalization in the Medicine
- Challenges of Digitalization in Banking
- Challenges of Digitalization in Insurance Management
- Challenges of Digitalization in Project Management
- Challenges of Digitalization in Trade

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- Challenges of Digitalization in Shipping and Transport Industry
- Challenges of Digitalization in Food and Beverage Industry
- Challenges of Digitalization in Service Management
- Challenges of Digitalization in Human Resources Management
- Challenges of Digitalization in Organizational Behaviour
- Ethical Challenges of Digitalization in Business
- Challenges of Digitalization and the Social Responsibility
- Challenges of Digitization in the Field of Media
- Challenges of Digitization in Film and TV Production

Conference Official Language

The Official language of the Second International Conference is English.

Submission Deadlines

The deadline for submission of **abstracts** and applying for participation is September 15, 2023, the deadline for submission of the **Power Point presentations** is October 20, 2023, while the deadline for submitting **full papers** is October 31, 2023.

Registration Fee

The registration fee amounts to 30 Euros in RS dinars equivalent on the day of payment. Authors who are representatives of the Alfa BK University official partner organizations on the **U 01/2023 GREEN ECONOMY IN THE ERA OF DIGITALIZATION Project**, as well as members of the Conference International Scientific Committee and the Conference Scientific Committee are not required to pay a registration fee. Besides, PhD students are granted a 50% discount.

Authors' Guidelines

Abstract

Length:

- 250-300 words

Must include:

- Title
- Name of Author(s)
- Author(s) Institution and Institutional Address
- Author(s) email Address
- Abstract (Body Text)
- Keywords (3-5 Keywords in Alphabetical Order)

Format and Naming:

- All abstracts have to be written in .doc or .docx format (MS Office Word 97-2003 or higher).

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- Abstract files should be named after the corresponding author, with letter "A" at the end (**Example: petar_petrovicA.doc**).

Full paper (detailed example updated)

Length:

- Up to 10 pages (min 5 pages)

Layout:

- Set to Portrait (ALL pages)

Paragraph:

- Spacing 1 (Single) - NO Tabs and NO Space Before / After the Paragraph

Must include:

- Title
- Author(s) Institution and Institutional Address
- Author(s) email Address
- Abstract (Body Text)
- Keywords (3-5 Keywords in Alphabetical Order)
- Introduction
- Chapters
- Subchapters
- Conclusion
- Literature

Formating and Naming:

- All Full Papers have to be written in .doc or .docx format (MS Office Word 97-2003 or higher).
- Full Paper files should be named after the corresponding author, with letter "P" at the end (**Example: petar_petrovicP.doc**).

