

**XXII INTERNATIONAL MAY CONFERENCE
ON STRATEGIC MANAGEMENT
- IMCSM26 -**

BOOK OF ABSTRACTS

May, 2026

**XXII INTERNATIONAL MAY CONFERENCE
ON STRATEGIC MANAGEMENT**

B O O K O F A B S T R A C T S

Belgrade, May 2026

SCIENTIFIC COMMITTEE

Dorđe Nikolić, University of Belgrade, Technical Faculty in Bor, **president**,
Marija Panić, University of Belgrade, Technical Faculty in Bor, **vice-president**;
Berto Usman, University of Bengkulu, Indonesia;
Daniel Pavlov, “Angel Kanchev” University of Ruse, Bulgaria;
Darko Stefanović, University of Novi Sad, Serbia;
Galia Marinova, Technical University of Sofia, Bulgaria;
Isidora Milošević, University of Belgrade, Serbia.
Ivan Mihajlović, University of Belgrade, Serbia;
Jacques Bazen, Saxion University of Applied Sciences, Germany;
Jovan Filipović, University in Belgrade, Serbia;
Ladislav Mura, University of Economics in Bratislava, Slovakia;
Luminita Parv, Transilvania University of Brasov, Romania;
Magdalena Radulescu, National University of Science and Technology Politehnica
Bucharest, Romania;
Marek Szarucki, Krakow University of Economics, Poland;
Mario Carrassi, University of Bari Aldo Moro, Italy;
Michael Huth, Fulda University of Applied Sciences, Germany;
Milovan Vuković, University of Belgrade, Serbia;
Musin Halis, Kocaeli University, Turkey;
Nemanja Berber, University of Novi Sad, Serbia;
Olesea Plotnic, Moldova State University, Moldova;
Pal Michelberger, Obuda University, Hungary;
Petra Grošelj, University of Ljubljana, Slovenia;
Rita Remeikiene, Mykolas Romeris University, Lithuania;
Simon Gao, Edinburg Napier University, Kingdom.
Slobodan Aćimović, University of Belgrade, Serbia;
Slobodan Radosavljević, RB Kolubara, Serbia;
Snežana Urošević, University of Belgrade, Serbia;
Stojan Kitanov, Mother Teresa University, North Macedonia;
Tomasz Ingram, University of Economics in Katowice, Poland;
Vesna Spasojević Brkić, University of Belgrade, Serbia;
Željko Stević, University of East Sarajevo, Bosnia and Herzegovina.

ORGANIZING COMMITTEE

Aleksandra Fedajev, president of the Organizational Committee, Technical faculty in Bor,
Danijela Voza, vice president of the Organizational Committee, Technical faculty in Bor,
Milica Veličković, member, Technical faculty in Bor,
Marija Panić, member, Technical faculty in Bor,
Sanela Arsić, member, Technical faculty in Bor,
Milena Gajić, member, Technical faculty in Bor,
Ivana Božić Miljković, member, Technical faculty in Bor,
Adrijana Jevtić Tomić, member, Technical faculty in Bor,
Aleksandra Radić, member, Technical faculty in Bor,
Sandra Vasković, member, Technical faculty in Bor,
Lidija Krstić, member, Technical faculty in Bor,
Katarina Subotić, member, Chamber of Commerce and Industry of Serbia.

CIP - Каталогизacija у публикацији
Народна библиотека Србије, Београд

005.5(048)(0.034.2)
005.7:004(048)(0.034.2)
005:502.131.1(048)(0.034.2)

INTERNATIONAL May Conference on Strategic Management (22 ; 2026 ; Beograd)

Book of abstracts [Elektronski izvor] / XXII International May Conference on Strategic Management – IMCSM26, May 2026, [Belgrade] ; [editor-in-chief Đorđe Nikolić]. - Bor : University of Belgrade, Technical Faculty, Engineering Management Department, 2026 (Rača : Presing). - 1 USB fleš memorija ; 9 x 6 cm : tekst, slika. - (Edition IMCSM Proceedings ; vol. 22, issue (1) (2026), ISSN 2620-0597)

Sistemska zahtevi: Nisu navedeni. - Nasl. sa naslovne strane dokumenta. - Tiraž 100

ISBN 978-86-6305-167-6

а) Стратешки менаџмент -- Апстракти б) Предузећа -- Управљање -- Апстракти в) Информациони системи -- Менаџмент -- Апстракти г) Одрживи развој -- Управљање -- Апстракти

COBISS.SR-ID 194411529



**Conference is financially supported by the Ministry of
Science, Technological development and Innovation of
the Republic of Serbia**

**Konferencija je finansijski podržana od strane
Ministarstva nauke, tehnološkog razvoja i inovacija
Republike Srbije**

Gold Donor



塞尔维亚紫金矿业
SERBIA ZIJIN MINING



ZiJin
SERBIA ZIJIN COPPER DOO BOR

Exhibitions



CONTENT

GLOBAL ENVIRONMENTAL CHALLENGES: AN EXPLORATION OF WHAT THEY ARE AND THEIR RESULTING CONSEQUENCES

Samuel O. Idowu 1

CORPORATE ENVIRONMENTAL IRRESPONSIBILITY, FIRM GOVERNANCE, AND TAKEOVER PERFORMANCE IN AN EMERGING MARKET

Nazim Hussain, Tanveer Hussain 2

TOWARDS MATURITY IN CLIMATE RISK MANAGEMENT: CONCEPT AND MODEL FRAMEWORK

Monika Wieczorek-Kosmala..... 3

KNOWLEDGE AND RISK MANAGEMENT IN THE AGE OF DISRUPTION: TURNING CHALLENGES INTO OPPORTUNITIES

Dejan Petrović..... 4

TRANSFORMATION OF SUPPLY CHAINS INTO DIGITAL VALUE NETWORKS IN THE CONTEXT OF INDUSTRY 5.0: A COMPETENCE-DRIVEN GOVERNANCE PERSPECTIVE

Slobodan Morača , Angela Fajsi, Marko Milosavljević..... 5

APPLICATION OF CONTENT ANALYSIS AND THEMATIC ANALYSIS IN RESEARCH IN THE FIELD OF BUSINESS AND MANAGEMENT

Lidija Krstić, Milovan Vuković, Snežana Urošević 6

ASSESSING HOUSING PRICE DYNAMICS AND MARKET HETEROGENEITY: EVIDENCE FROM THE EU27 AND THE VISEGRAD GROUP

Jozef Glova, Radovan Filip Novotný, Alena Andrejovská 7

DEMOGRAPHIC CHARACTERISTICS IMPACT ANALYSIS ON PERCEIVED RISK IN ONLINE SHOPPING

Lidija Krstić, Marija Panić..... 8

MANAGING EMOTIONS FOR BUSINESS PURPOSES: INTERNATIONAL STUDENT COMPARISON

Daniel Pavlov, Silvia Puiu, Deniza Alieva, Milica Ž. Veličković..... 9

THE MEDIATING ROLE OF EMPLOYEES' JOB SATISFACTION IN THE RELATIONSHIP BETWEEN WORKPLACE DIGITALIZATION AND EMPLOYEES' PRODUCTIVITY: CROSS COUNTRY STUDY

Milica Ž. Veličković, Silvia Puiu 10

URBAN PARCEL LOCKERS: SPATIAL DISTRIBUTION AND INSIGHTS

Milena Ninović, Nataša Čačić 11

THE ROLE OF EUROPEAN BORDER AND COAST GUARD AGENCY (FRONTEx) IN THE EUROPEAN UNION (EU) SECURITY AND THE COOPERATION WITH NATO	
Tryfon Korontzis, Lambros Sdrolas	12
HARMONIZING ELEMENTS OF AGILITY FRAMEWORK: PRINCIPLES, DIMENSIONS AND ATTRIBUTES – SYSTEMATIC LITERATURE REVIEW	
Martin Halász , Andrea Janáková Sujová.....	13
CASH TRANSFER RECEIPT AND ENTREPRENEURIAL WEALTH RELATIONSHIP – THEORETICAL REVIEW OF ENABLERS AND BARRIERS	
Kenneth Onyango, Nathaniel Boso, Hellen Otieno.....	14
LOGISTICS MANAGEMENT AND PERFORMANCE OF SELECTED AGRO-PROCESSING FIRMS IN NORTH CENTRAL, NIGERIA	
Blessing Abecan John, Salim Muhammad Ogaji, Pius Zamwawosayi Yakubu	15
INTEGRATION OF INFORMATION MANAGEMENT AND CYBERSECURITY AT THE GOVERNANCE LEVEL THE ILGM CONCEPTUAL MODEL BASED ON THE INFORMATION LIFECYCLE (7RS)	
Ghenadie Belinschi	16
DETERMINANTS OF LIQUIDITY MANAGEMENT EFFICIENCY IN VUCA CONDITIONS: MANAGERIAL PERSPECTIVE	
Georgii Zanko	17
AUTHENTIC SUSTAINABILITY FILTER (FAS). A NEW METHODOLOGY TO UNCOVER THE PARADOX BETWEEN REGULATORY COMPLIANCE AND THE AUTHENTIC SUSTAINABILITY OF COMPANIES	
Ninel Nesheva-Kiosseva	18
BUILDING SMART REGIONS THROUGH SMART CITY DEVELOPMENT: A STRATEGIC FRAMEWORK FOR SERBIA	
Damir Ilić, Tatjana Ilić-Kosanović, Vladimir Tomašević.....	19
AN AI-BASED RECOMMENDER SYSTEM FOR OMNICHANNEL RETAIL CAMPAIGN PLANNING: CONCEPT AND PROTOTYPE	
Ankica Borota-Tišma, Draga Tišma	20
THE INVISIBLE WEALTH OF NATIONS: MEASURING NATIONAL INTELLECTUAL CAPITAL ACROSS THE EUROPEAN UNION	
Nataliia Slyvkanych	21
STRATEGIC ROLE OF LOGISTICS AND SUPPLY CHAIN MANAGEMENT CONCEPTS IN IMPROVING BUSINESS AND MARKET PERFORMANCE	
Stefan Ugrinov, Mihalj Bakator , Sanja Stanisavljev, Mila Kavalić, Verica Gluvakov	22
DIGITAL PROTOCOL IN THE AGE OF ARTIFICIAL INTELLIGENCE: TRANSFORMATION, CHALLENGES AND STRATEGIC RECOMMENDATIONS FOR PUBLIC SECTOR MANAGEMENT	
Sande Smiljanov.....	23

EFFECTIVE MANAGEMENT OF OPPORTUNITIES IN INVESTMENT PROJECTS – APPROACHES, PROBLEMS AND CHALLENGES	
Nadya Marinova – Milanova.....	24
THE CYBERSECURITY FUNDAMENTALS OF ARTIFICIAL INTELLIGENCE	
Zsolt Szabó Mihály.....	25
FOSTERING INNOVATIVE BEHAVIOR IN THE PUBLIC EDUCATION SECTOR. EMPOWERING LEADERSHIP AS A KEY FACTOR	
Miguel Carlos Sánchez-Pérez, Lorenzo Revuelto-Taboada, Alicia Mas-Tur.....	26
SELECTS LOCATIONS FOR COLLECTION CENTER	
Vladimir Stojković, Goran Tepić, Jelena Spajić, Milan Delić, Mirko Djelošević.....	27
INDUSTRIAL SYMBIOSIS POTENTIAL IN SOUTHEAST AND CENTRAL EUROPE: A MULTI-CRITERIA ANALYSIS OF SELECTED COUNTRIES	
Anđelka Stojanović, Isidora Milošević, Sanela Arsić, Almudena Muñoz Puche.....	28
DIGITAL MANAGEMENT IN ENERGY-INTENSIVE INDUSTRIES	
Muamer Muminović, Petronije Jevtić, Ljiljana Stošić Mihajlović, Marija Mihajlović.....	29
STRATEGIES FOR DEVELOPING EMPLOYEE DIGITAL COMPETENCIES FOR SUCCESSFUL DIGITAL TRANSFORMATION	
Ljiljana Stošić Mihajlović, Jevtić Miroslava, Marija Mihailović, Petronije Jevtić ⁴ , Muamer Muminović	30
STRATEGIC IMPERATIVES FOR AVAILABILITY AND AFFORDABILITY OF ESSENTIAL MEDICINES IN KENYA: IMPLICATIONS FOR ADVANCING UNIVERSAL HEALTH COVERAGE	
Rosalind Kirika, Joseph Onyango, Jeniffer Orwa.....	31
BENCHMARKING OF RAILWAY SUPPLY CHAIN PERFORMANCE: THE ROLE OF ORGANIZATIONAL CULTURE	
Vesna Spasojević Brkić, Branislav Tomić, Iva Savić, Martina Perišić Jokić.....	32
OPTIMISATION OF THE NUMBER OF OPERATING WELL PUMPS BASED ON POWER CONSUMPTION	
Al-Sifao A. Al-Sifao, Nikola V. Petrović, Radiša Ž. Jovanović, Uglješa S. Bugarić	33
BEYOND CONFIDENCE: THE INTERPLAY OF WELL-BEING, RESILIENCE AND SELF-EFFICACY IN STUDENT ENTREPRENEURSHIP	
Nadezda Pop-Kostova, Ana Tomovska Misoska.....	34
MAPPING ERP SYSTEM ADOPTION THEORIES: INSIGHTS FROM A BIBLIOMETRIC ANALYSIS	
Aleksandra Radić, Sanela Arsić, Đorđe Nikolić	35

EVALUATION OF MARKETING INDICATORS USING THE IMF SWARA METHOD Perica Macura, Željko Stević, Boris Novarlić, Milan Tadić.....	36
IMPLEMENTATION GAPS IN ARTIFICIAL INTELLIGENCE ADOPTION: READINESS, CAPACITY AND USE IN THE EUROPEAN UNION Beáta Stehlíková, Ladislav Mura.....	37
GIBSU-HISA: AN ENHANCED INFLUENCE ANALYSIS METHOD FOR GROUP DECISION-MAKING UNDER UNCERTAINTY Gregor Dolinar, Petra Grošelj	38
THE INFLUENCE OF BRAND IMAGE ON THE CONSUMER BEHAVIORAL INTENTIONS: A CASE STUDY OF SAFARICOM PLC Harrison Manga , Deák Zsuzsanna	39
THE IMPORTANCE OF APPLYING THE PRINCIPLES OF THE CIRCULAR BIOECONOMY TO ACHIEVE THE SUSTAINABLE DEVELOPMENT GOALS IN SERBIA Ljiljana Brašanac-Bosanac, Nevena Čule, Ljubinko Rakonjac, Aleksandar Lučić, Tatjana Ćirković-Mitrović	40
THE INDONESIAN STOCK MARKET IN THE POST-1997 CRISIS PERIOD: DOES GLOBAL ECONOMIC POLICY UNCERTAINTY AFFECT STOCK INDEX MOVEMENTS? Mukti Trio Putra, Berto Usman.....	41
STUDENTS' INNOVATIVE BEHAVIOR IN HIGHER BUSINESS EDUCATION: A SOCIAL COGNITIVE PERSPECTIVE ON AI LITERACY AND SELF-EFFICACY Ivica Nikolić, Kiril Postolov, Violeta Cvetkoska, Bojan Kitanovikj, Filip Peovski, Ivona Serafimovska, Nenad Milijić.....	42
DO HIGHER MATERIAL COMPENSATIONS LEAD TO HIGHER NET PROFIT PER EMPLOYEE? Andreja Katolik Kovačević.....	43
THE RELATIONSHIP BETWEEN ORGANIZATIONAL CONTEXT AND IDENTITY OF AN ORGANIZATION AND LEADERSHIP IN HEIS Nedeljka Živković, Maja Glogovac, Biljana Tošić, Isidora Milošević	44
FAILURE MODE AND EFFECTS ANALYSIS: LITERATURE REVIEW AND BIBLIOMETRIC ANALYSIS Lidija Krstić, Ivan Jovanović.....	45
CURRENT STATE OF CYBERSECURITY IN SLOVAKIAN SMES Leoš Šafář, Marek Pekarčík	46
EVOLUTION OF RISK IN GLOBAL FLOWS OF ENERGY TRANSITION Slobodan Radosavljević	47
METHODOLOGY FOR IDENTIFICATION AND RISK ANALYSIS OF THE SRS 1300 ROTARY EXCAVATOR IN SURFACE COAL MINING Slobodan Radosavljević	48

A COMPARISON OF FORECASTING PERFORMANCE OF SOME PANEL OF VARIOUS COMMODITIES PRICES AND TIME-SERIES MODELS

Krzysztof Drachal, Mosab I. Tabash..... 49

THE COST OF THE SUSTAINABILITY TRANSITION: CAPITAL, LABOUR AND ECONOMIC DEVELOPMENT IN NORTH MACEDONIA

Elizabeta Djambaska, Vladimir Petkovski,
Aleksandra Lozanoska, Irina Piperkova 50

OCCUPATIONAL INJURIES AND WORKPLACE SAFETY IN EUROPEAN COUNTRIES: A K-MEANS CLUSTER ANALYSIS

Aleksandra Radić , Nenad Milijić, Ivica Nikolić 51

ASSESSING THE RELATIVE IMPORTANCE OF PRODUCT ATTRIBUTE DIMENSIONS IN TECHNICAL PRODUCTS: A RANKING APPROACH AMONG GENERATION Z CONSUMERS

Adrijana Jevtić Tomić, Suzana Đukić, Goran Milovanović 52

DEVIATIONS FROM THE ENVIRONMENTAL KUZNETS CURVE AND COUNTRY CLUSTERS WITH SIMILAR GDP-CO₂ EMISSION PATTERNS

Ermina Čosović , Ivan Mihajlović, Mirjana Misita..... 53

IMPLEMENTATION OF RISK MANAGEMENT IN PROJECT-ORIENTED ORGANIZATIONS: CHALLENGES AND PERSPECTIVES IN THE MODERN BUSINESS ENVIRONMENT

Jelena Ružić, Marija Panić..... 54

PRIORITIZING DEVELOPMENT STRATEGIES FOR A PASSENGER VEHICLE IMPORTER AND WHOLESALE IN THE SERBIAN AUTOMOTIVE MARKET

Darko Stanojević, Predrag Đorđević, Anđelka Stojanović1, Ljubica Knežević 55

THE ROLE OF KNOWLEDGE ACQUISITION, SHARING, AND APPLICATION IN SHAPING OPERATIONAL EFFECTIVENESS

Jelena Ružić, Sanela Golubović Corcione, Ivan Jovanović 56

COMPARATIVE ANALYSIS OF BALKAN COUNTRIES ACCORDING TO DIGITAL TECHNOLOGY USAGE IN BUSINESS: AN INTEGRATED MCDM APPROACH

Aleksandra Fedajev, Sanela Arsić, Ivana Božić Miljković 57

CIVILIAN POWER AND MEN ON UNIFORM: A DESCRIPTIVE ANALYSIS OF WIKE AND YERIMA

Ehichoya Godday Imonie, Omeahon Henry Oigiangbe..... 58

TAX CONTROL AUTOMATION USING SMART CONTRACTS

Radovan Vladislavljević, Aleksandra Zlatić Tešić, Svetlana Marković 59

COMPARATIVE ANALYSIS OF CAPITAL, LABOUR AND TECHNOLOGICAL RETURNS IN EUROPEAN COUNTRIES

Aleksejs Hilkevics 60

ARTIFICIAL INTELLIGENCE IN THE EVALUATION OF PROJECTS FUNDED THROUGH COHESION POLICY: BETWEEN EFFICIENCY AND PRACTICAL LIMITATIONS

Hojda Sebastian-Norbert..... 61

BUSINESS DIGITIZATION IN WESTERN BALKAN COUNTRIES: TRENDS, GAPS AND CONVERGENCE WITH THE EU

Jelena Živković, Stefan Zdravković..... 62

UNDERSTANDING THE NATURE OF SOCIAL MEDIA CUSTOMER COMPLAINT BEHAVIOUR IN KENYA'S STAR-RATED HOTELS

Njuguna Muthoni, Kofi Dadzie, Hellen Otieno..... 63

VARIATION OF THE MONTH EFFECT IN CENTRAL AND EASTERN EUROPE STOCK MARKETS

Rasa Norvaisiene, Jurgita Stankeviciene..... 64

KEY FACTORS OF LONG-TERM VIABILITY IN BUSINESS SYSTEMS FROM A LIFE-CYCLE PERSPECTIVE

Sara Kremsar, Eva Krhač Andrašec, Tomaž Kern..... 65

TECHNOLOGY AND DIGITAL TRANSFORMATION IN INSURANCE: A COMPARATION ANALYSIS WITH EVIDENCE FROM KOSOVO

Kaltrina Bajraktari, Klime Poposki, Irina Joldeska, Bashkim Cermini 66

DIFFERENCES IN ENTREPRENEURIAL INTENTIONS BETWEEN YOUNG PEOPLE FROM ENTREPRENEURIAL AND NON ENTREPRENEURIAL FAMILIES: A RUSSIAN BULGARIAN COMPARATIVE STUDY

Julia Murzina, Elena Zarubko, Daniel Pavlov..... 67

FROM URBAN MINING TO DIGITAL PRODUCT PASSPORTS: A STRATEGIC MANAGEMENT PERSPECTIVE ON END-OF-LIFE BATTERIES IN EUROPE

Mario Carrassi, Stefania Massari, Marcello Ruberti 68

EMBEDDING SUSTAINABILITY THROUGH DESIGN THINKING: EVIDENCE FROM THE ORSÙ INNOVATION LAB CASE

Mario Carrassi, Anna Argese, Matteo Lacorte, Carlo Castrignano, Andrea Gelao 69

DIGITAL TRANSFORMATION CHALLENGES IN SERBIAN AND HUNGARIAN SMES: AN INDEX-DRIVEN COMPARATIVE ASSESSMENT

Andrea Tick, Ferenc Katona, András Keszthelyi,
Isidora Milošević, Anđelka Stojanović, Danijela Pantović, Réka Saáry 70

IMPLEMENTATION OF AI IN VEHICLE REPAIR PROCESSES AS A KEY FACTOR OF CIRCULAR ECONOMY AND TECHNO-ECONOMIC EFFICIENCY IN TRAFFIC SAFETY

Mirjana Dejanović, Jelena Ružić, Nenad Milijić 71

A COMPARATIVE ANALYSIS OF ENVIRONMENTAL AWARENESS AND BEHAVIOR AMONG GENERATION Z IN SERBIA AND THE CZECH REPUBLIC

Marija Panić, Milica Veličković, Aleksandra Fedajev,
Danijela Voza, Sanela Arsić, Dušan Mladenović 72

THE ROLE OF KNOWLEDGE MANAGEMENT IN THE CREATIVE INDUSTRY: ITS IMPACT ON INNOVATION AND CSR

Sanela Golubović Corcione, Milica Veličković, Aleksandra Fedajev, Ivan Jovanović 73

ENCOURAGING GREEN CONSUMPTION AMONG GENERATION Z: THE ROLE OF BEHAVIOURAL NUDGES IN ADOPTION AND ADVOCACY

Dušan Mladenović, Sanela Arsić, Aleksandra Fedajev,
Marija Panić, Milica Veličković, Danijela Voza 74

CROSS-COUNTRY DIFFERENCES IN GREEN PURCHASING BEHAVIOUR AMONG GENERATION Z: EVIDENCE FROM SERBIA AND THE CZECH REPUBLIC

Aleksandra Fedajev, Dušan Mladenović, Sanela Arsić,
Danijela Voza, Milica Veličković, Marija Panić 75

OCCUPATIONAL SAFETY CHALLENGES IN SERBIA: A LONGITUDINAL ANALYSIS OF INJURY TRENDS AND FORECASTS (2015–2027)

Nenad Milijić, Aleksandra Radić, Ivan Jovanović 76

ARTIFICIAL INTELLIGENCE ENABLED DECISION MAKING IN CONSTRUCTION PROJECT MANAGEMENT ACROSS ORGANISATIONAL HIERARCHICAL LEVELS AND PROJECT LIFECYCLE STAGES

Pride Ndlovu 77

DIGITAL ANDON AS AN INFORMATION SYSTEM AND ECONOMIC TOOL FOR SUSTAINABLE PRODUCTION

Slobodan Stefanović, Ivan Sinadinović,
Jasmina Gligorijević, Milan Stefanović..... 78

STRATEGIES FOR HUMAN CREATIVITY IN THE AGE OF AI: REGULATING THE SOCIAL COST AND VALUE OF ORIGINALITY

Milan Todorovic 79

SERVICE LEVEL MANAGEMENT STRATEGY IN WIRELESS COMMUNICATIONS

Jovan Zlatanovic 80

THE INFLUENCE OF PLANNED LIFESPAN TRIGGERS ON LEADER EFFECTIVENESS IN TOP MANAGEMENT OF LISTED COMPANIES IN NAIROBI SECURITIES EXCHANGE

Paul Kasimu, Hellen Otieno, Fred Walumbwa, Vincent Ogutu 81

TOWARDS TRANSCENDING FRAGMENTED PERSPECTIVES ON MACHIAVELLIAN LEADERSHIP IN ORGANIZATIONAL CONTEXTS: AN ADO-TCM-BASED SYSTEMATIC REVIEW

Hind El Asraoui, Anas Hamzane, Samira Touate, Asmae Houmid Bennani 82

DOGE, ARTIFICIAL INTELLIGENCE, AND THE REENGINEERING OF THE AMERICAN ADMINISTRATIVE STATE

Margaret Tseng 83

THE ROLE OF STRATEGIC MANAGEMENT IN THE GOVERNANCE OF OIL RESOURCES AND GEOPOLITICAL RISK IN THE MIDDLE EAST

Anita Babić 84

IDENTITY COHERENCE UNDER PRESSURE: VALIDATING A MULTI-LEVEL, MULTI-DIMENSIONAL FRAMEWORK LINKING DEFENSIVE STRUCTURES TO SYSTEMIC FUNCTIONING IN EXECUTIVE LEADERSHIP

Irene Riad, Shanmugan Joghee 85

MARITIME GOVERNANCE AND THE BLUE ECONOMY: BETWEEN STRATEGIC AMBITIONS AND IMPLEMENTATION CONSTRAINTS (A SYSTEMATIC REVIEW OF LITERATURE)

Rajae Janati Idrissi, Youssef Pheniqi 86

THE IMPACT OF FINANCIAL TECHNOLOGIES AND DIGITAL INNOVATIONS ON THE MODERNIZATION OF GEORGIA'S BANKING SECTOR

Bichiko Kakabadze, Nana Shonia, Irine Kopaliani 87

STAKEHOLDER ENGAGEMENT IN SUSTAINABILITY REPORTING AS COMMUNICATION TOOL: A BIBLIOMETRIC REVIEW OF RESEARCH TRENDS AND GLOBAL COLLABORATION

Irena Bogoevska-Gavrilova, Anita Ciunova-Shuleska,
Nikolina Palamidovska-Sterjadovska 88

GOVERNANCE AND ECONOMIC INEQUALITY AMONG INDEPENDENT PROFESSIONALS: A COMPARATIVE ANALYSIS OF EDUCATION AND CULTURE SECTORS

Patricija Jankovič, Sašo Murtič 89

A PROPOSED THEORETICAL FRAMEWORK FOR THE ADOPTION OF CONTEMPORARY CSR TRENDS IN MALAWI'S TELECOM INDUSTRY

Wongani Calvin Kaunda, Vusumzi Msuthwana, Siyabonga Sirayi 90

IMMERSIVE LEARNING FRAMEWORK: A COMPARATIVE ANALYSIS OF VIRTUAL REALITY (VR) SIMULATIONS IN ADVANCED AVIATION VOCATIONAL TRAINING

Emmanuel Obaretin 91

HUMAN CAPITAL AT THE HELM OF INDUSTRY 5.0: THE IMPACT OF EXECUTIVE DEVELOPMENT PROGRAMMES ON SENIOR MANAGERIAL CAPABILITIES IN INDIAN MANUFACTURING

Sutaarson Murugesu, A K Sheik Manzoor 92

ADAPTATION STRATEGIES FOR GLOBAL ECONOMIC MODELS IN PERIODS OF INSTABILITY

Geanina – Ioana Blaj 93

PUBLIC DEBT AND SEIGNIORAGE: USING SEIGNIORAGE MODEL TO ANALYSE THE PUBLIC DEBT OF LATVIA

Dmitrijs Smirnovs 94

AGILITY MATURITY MODELS FOR ASSESSING CURRENT AND ACHIEVABLE LEVELS OF STRATEGIC AGILITY

Katarína Marcinekóvá, Andrea Janáková Sujová 95

THE ROLE OF EUROPEAN FUNDING IN ACADEMIC SPIN-OFF CREATION: A TRIPLE HELIX PERSPECTIVE FROM A RESEARCH INSTITUTE

Andra Elena Diaconescu, Lavinia-Maria Iloie 96

THE IMPACT OF MANAGEMENT COMPETENCIES ON BUSINESS DEVELOPMENT IN THE BALTIC REGION

Monta Anšica, Una Libkowska 97

BIODIVERSITY CONSERVATION IN BROD-POSAVINA COUNTY AND ITS ROLE IN REGIONAL ECONOMIC DEVELOPMENT

Anica Vukašinović, Ivana Miklošević 98

THE GREEN FOOTPRINT OF CAPITAL: FOREIGN DIRECT INVESTMENT AND ENVIRONMENTAL SUSTAINABILITY ACROSS THE EUROPEAN ECONOMIES

Darya Dancaková 99

EMOTIONAL LEADERSHIP COMPETENCIES VS. ARTIFICIAL INTELLIGENCE IN EDUCATIONAL INSTITUTIONS

Stefani Jovcheska, Zorica Siljanovska, Silvana Jovcheska 100

QUALITY CRITERIA FOR EVALUATION OF OUTSOURCED ACCOUNTING SERVICES: THE CASE STUDY OF LATVIA

Dace Snikere-Klitko, Dr.oec. Iluta Arbidane, Dr.oec. Inga Lapina 101

SMART PULTRUSION MANUFACTURING: INTEGRATING MULTIPHYSICS MODELLING AND INDUSTRY 5.0 PRINCIPLES FOR SUSTAINABLE COMPOSITES

Vineta Srebrenkoska, Razie Izadi, Salim Belouettar, Ahmed Makradi 102

THE INTELLECTUAL STRUCTURE OF BRAND HATE IN MARKETING: A BIBLIOMETRIC ANALYSIS

Ceren Serra İnanç, Kamer İlgin Çakıroğlu 103

FACTORIAL EXPERIMENTAL DESIGN AND SIX SIGMA AS TOOLS FOR PROCESS IMPROVEMENT IN HEALTHCARE

Teodora Filipovska, Sara Srebrenkoska, Aleksandra Risteska-Kamcheski, Vineta Srebrenkoska 104

DECISION-MAKING MODELS BASED ON OPTIMIZATION AND DIFFERENTIAL EQUATIONS

Aleksandra Risteska-Kamcheski, Sara Srebrenkoska, Dejan Krstev 105

OPTIMAL MATERIAL SELECTION FOR 3D PRINTING (PLA) USING MULTI-CRITERIA DECISION ANALYSIS

Dejan Krstev, Sara Srebrenkoska, Aleksandra Risteska-Kamcheski 106

SUSTAINABLE MANAGEMENT OF CARBON EMISSION REDUCTION IN AN INDUSTRIAL COMPANY: A CASE STUDY

Aouad Razika, Belhour Samira, Chaib Rachid 107

LLM-ASSISTED EXTRACTION OF MANAGEMENT CONSTRUCTS FROM HETEROGENEOUS CORPORATE COMMUNICATION: VALIDATION, ERROR MODES, AND DESIGN GUIDELINES	
Yuriy Omelchenko, Zeljko Tekic	108
STRATEGIC DRIVERS OF DIGITAL ENTREPRENEURSHIP: A COMPARATIVE STUDY OF INDIA, CROATIA, GERMANY, AND SLOVENIA	
Ivana Miklošević, Nikhil Bhardwaj, Nalinee Chauhan	109
ORGANIZATIONAL IMPLEMENTATION OF GENERATIVE DESIGN: A TYPOLOGY OF RECONFIGURATION IN ENGINEERING WORK	
Ekaterina Medova, Zeljko Tekic	110
CANDIDATE REACTIONS TO AI-BASED HIRING: EVIDENCE FROM A VIGNETTE EXPERIMENT	
Lora Tagirova, Zeljko Tekic	111
DIGITAL TRANSFORMATION AND INSTITUTIONAL MATURITY IN SCHOOL EDUCATION: SYSTEMS ANALYSIS AND REGIONAL PERSPECTIVES	
Nikolay Netov, Marieta Hristova	112
A GOVERNANCE-EMBEDDED DECISION-SUPPORT FRAMEWORK FOR SUSTAINABLE PROJECT PORTFOLIO SELECTION IN THE WESTERN BALKANS	
Nikola Jovanović, Aca Jovanović, Ivana Berić.....	113
CAPITALISM AND LABOR EXPLOITATION: THE ROLE OF ACCOUNTING IN THE MARITIME LABORERS' MARKET	
Ehtesham Abbasi, Amr Kablema, Ansam Selloum, Alaa El Alami El Hassani, Kashif Beg	114
SUSTAINABILITY PERFORMANCE IN KENYA: A COMPARATIVE ANALYSIS OF ENVIRONMENTAL, KNOWLEDGE AND ECONOMIC DIMENSIONS WITH SELECTED SUB-SAHARAN AFRICAN PEERS	
Diana Lukela Wataka, Zsuzsanna Deák.....	115
THE MANAGER'S ROLE BETWEEN NORM AND LIVED EXPERIENCE: EMPLOYEES' PERCEPTIONS OF "TALENT STANDARDS" IN A BELGIAN CONSULTING FIRM	
Oumayma Zoubai	116
EFFECT OF CARBON PRICING ON GLOBAL ENVIRONMENTAL SUSTAINABILITY AND ECONOMIC DEVELOPMENT: AN EXPLORATORY APPROACH	
Aruwa Atabo, Benjamin Akuh, Ilemona Audu, Udemefia Efang	117
EXPLORING THE IMPACT OF DIGITAL TRANSFORMATION IN TRADITIONAL INDUSTRIES IN INDIA, NEPAL AND SRI LANKA	
Min Tamang, Anjali Makane, Udenika Gunawardhana	118
EMPLOYABILITY PREDICTION: INTEGRATING ACADEMIC PERFORMANCE AND TRAINABLE PSYCHOLOGICAL ATTRIBUTES USING MACHINE LEARNING	
Mukul Kumar Yogesh	119

GENERATIVE ADVERSARIAL NETWORKS, GREEN TECH INNOVATION, AND ESG PERFORMANCE IN A RESPONSIBLE AND RESILIENT SUPPLY CHAIN	
Stephanie Costa Araújo, Michele Bandeira Lopes, Selma Oliveira	120
INTEGRATING FORECASTING RESULTS INTO STRATEGIC MARKET SELECTION: A HYBRID AHP APPROACH	
Selen Nihan Taşçı, Buse Hoşgören, Elif Günenç	121
ENERGY DIVERSIFICATION IN SERBIA AND SLOVENIA: A COMPARATIVE ANALYSIS OF PRIMARY ENERGY PRODUCTION	
Mihailo Džoković, Teodora Radivojević, Iva Savić	122
STRATEGIC MANAGEMENT OF QUALITY IN PRESCHOOL INSTITUTIONS	
Sladana Stanković, Biljana Trivić	123
THE ROLE OF SAP SYSTEM IMPLEMENTATION IN BUSINESS IMPROVEMENT UNDER CONDITIONS OF DIGITAL TRANSFORMATION	
Vanja Petković	124
THE QUANTITATIVE ANALYSIS OF INVESTMENT RETURNS OF THE FINANCIAL INSTRUMENTS	
Tamta Chaganava	125
THE RELATIONSHIP BETWEEN COSTS, REVENUES, AND PROFIT	
Julijana Babić	126
FINANCIAL SUSTAINABILITY OF MICRO RETAIL ENTERPRISES AND THEIR CAPACITY TO COLLABORATE WITH LOCAL SUPPLIERS: A CASE STUDY OF A FAMILY-OWNED GROCERY STORE	
Violeta Yankolova-Ali	127
COMPARATIVE ANALYSIS OF ERP SYSTEMS AND THEIR IMPACT ON USER SATISFACTION AND BUSINESS EFFICIENCY	
Marina Nikolić	128
THE STRATEGIC IMPACT OF DIGITAL TRANSFORMATION ON SMALL AND MEDIUM ENTERPRISES (SMES) IN ABUJA: A CASE STUDY OF POST-PANDEMIC RESILIENCE	
Joshua Obaretin	129
ESG INFORMATION QUALITY ASSESSMENT THROUGH THE LENS OF GENERATIVE ARTIFICIAL INTELLIGENCE AND STAKEHOLDERS - ARGENTINA, BRAZIL AND CHILE	
Andreza Alves, O Costa Silva, Yasmin Andrade A. Costa, Selma Oliveira	130
STRATEGIC PLANNING IN SPORTS ORGANIZATIONS	
Jovana Nenadović	131
ARTIFICIAL INTELLIGENCE AS A DRIVER OF SUSTAINABLE BUSINESS TRANSFORMATION	
Lidija Krstić	132

HR ANALYTICS APPROACH TO IDENTIFYING KEY FACTORS OF EMPLOYEE ATTRITION	
Amina Osmanhodžić, Kenan Babić	133
FROM ATTITUDE TO ACTUAL USAGE OF ERP SYSTEMS: THE MODERATING EFFECT OF PERCEIVED SECURITY AND RELIABILITY	
Aleksandra Radić	134
ARTIFICIAL INTELLIGENCE IN ENTREPRENEURSHIP	
Binela Šabanović	135
THE EXECUTION OF THE ANALYTICAL AND GRAPHIC METHOD IN MIXED MATRIX GAMES	
Aleksandar Dabižljević, Milica Mišić.....	136
A METAVERSE ENABLED BY DIGITAL TWINS INTEGRATED WITH EDUCATIONAL STRATEGIES TO DEVELOP SKILLS FOR A LOW-CARBON ECONOMY	
Yasmin Andrade A. Costa, Selma Oliveira.....	137
THE ROLE OF E-BUSINESS IN THE ACCEPTANCE OF GREEN PRODUCTS AND SERVICES BY GENERATION Z IN THE CONDITIONS OF DIGITAL TRANSFORMATION OF THE MARKET	
Ivana Pomorišac	138
TERRITORIAL BRANDING AS A STRATEGIC INSTRUMENT FOR THE PROMOTION OF EMERGING DESTINATIONS	
Iulia Ichim	139
INTEGRATED INVENTORY OPTIMIZATION AND DYNAMIC PARAMETER DETERMINATION: A CASE STUDY IN THE AUTOMOTIVE INDUSTRY	
Büşra Çil, İrem Çelik, Sevede Sözen.....	140
RISK ANALYSIS OF CHILDREN'S PLAYGROUND CONSTRUCTION PROJECTS	
Tamara Stojanović	141
ASSESSMENT OF NUTRITIONAL STATUS VIA BMI IN SECONDARY SCHOOL	
Dino Devedžić	142
SOLVING MIXED MATRIX GAMES USING DIRECT METHODS	
Milica Mišić, Aleksandar Dabižljević.....	143
RESOURCE CONSTRAINTS OF SMALL MANUFACTURING ENTERPRISES: A CONCEPTUAL FRAMEWORK OF MUTUALLY REINFORCING INTERDEPENDENCIES	
Violeta Yankolova-Ali	144
INNOVATION MANAGEMENT IN EARLY CHILDHOOD EDUCATION: TRANSFORMING PRACTICE THROUGH THE “GODINE UZLETA“ (“YEARS OF ASCENT”) CONCEPT	
Ivana Krasnić	145

CPM-BASED NETWORK PLANNING FOR WORKFORCE OPTIMIZATION IN PROJECT MANAGEMENT

Martin Tadić 146

EFFECTS OF CONFLICTS IN TEAMWORK AMONG STUDENTS

Danijel Nikolić, Lazar Mladenović, Nikola Igić, Aleksandar Stupar..... 147

MULTI-CRITERIA METHODS IN THE ANALYSIS OF INTERNET ACTIVITIES DURING THE PANDEMIC COVID-19

Martin Tadić, Milan Mijucić, Aleksandar Dabižljević..... 148

NETWORK DYNAMICS AND ECONOMIC ACTORS IN THE REGIONAL DEVELOPMENT OF VISEU DÃO LAFÕES

Gabriela Malaia 149

FROM ATTITUDE TO ACTUAL USAGE OF ERP SYSTEMS: THE MODERATING EFFECT OF PERCEIVED SECURITY AND RELIABILITY

Aleksandra Radić*

University of Belgrade, Technical faculty in Bor, Serbia

Abstract: As integrated business information systems that encompass the business processes of the entire company, Enterprise Resource Planning (ERP) systems store vast amounts of sensitive organisational data. Consequently, their security and reliability have become critical concerns in modern business environments. In addition to technical security ensured through technical checks, users' perceptions of ERP security play an essential role in the success of ERP implementation and use. This study examines the moderating effect of users' perceived security and reliability (PSR) of ERP systems on the relationship between attitude to use (AT) and actual usage (AU) of ERP systems in process and discrete industries, based on a sample of 98 experienced ERP users. In the first phase, the research model was examined without the moderating effect, and the results showed a positive and statistically significant relationship between AT and AU (path coefficient = 0.460; $p = 0.000$; $R^2 = 0.212$). In the second phase, the research model included the moderating effect of PSR, and the results showed a positive and statistically significant moderating effect (path coefficient (AT $\rightarrow$ AU) = 0.620; $p = 0.000$; path coefficient (AT $\times$ PSR $\rightarrow$ AU) = 0.336; $p = 0.001$; $R^2 = 0.374$). The results indicate that when users perceive the ERP system as secure and reliable, this leads to more effective adoption and use. From a theoretical perspective, this study highlights ERP system security as a socio-technical construct rather than solely a technical one. The findings provide valuable practical insights for ERP vendors, managers, and consultants, highlighting that companies should consider how users perceive and understand ERP security measures to improve ERP acceptance.

Keywords: ERP systems, moderation analysis, perceived security and reliability.

* Corresponding author: aradic@tfbor.bg.ac.rs
Aleksandra Radić, ORCID: 0000-0003-4253-8004