

EECME CONFERENCE 2026

8th EASTERN EUROPEAN CONFERENCE OF MANAGEMENT AND ECONOMICS

Conference Title: AI, Law, and the Future of Management: Building Responsible and Competitive Organizations

Date: Thursday, 21st May 2026

HYBRID CONFERENCE:

Onsite EECME conference venue: [Območna obrtno-podjetniška zbornica Ljubljana Vič, Tržaška 207, Ljubljana](#) (1st floor)

Online EECME conference: [See MS Teams links below.](#)

CO-ORGANIZERS:

B2 Ljubljana School of Business (Slovenia), European Marketing and Management Association (EUMMAS), Agora University of Oradea (Romania), Azerbaijan State University of Economics (Azerbaijan), Women Researchers Council UNEC (Azerbaijan), University of Georgia (Georgia), Academy of Applied Studies Šabac (Serbia), Business College of Applied Studies "Prof. PhD Radomir Bojković" Kruševac (Serbia), University College "CEPS-Center for Business Studies" Kiseljak (BiH), Radom Academy of Economics (Poland)

Some of the conference co-organisers are partners in Erasmus+ projects.



Erasmus+

CET Time Zone

9.00–9.30 COMING TOGETHER – **HYBRID**

PLENARY PART – HYBRID

MS Teams link: [CLICK HERE to connect - PANEL SESSION](#)

Venue: CLASSROOM A

9.30–10.30 **INTRODUCTORY GREETINGS:**

- **Tanja Bele**, B2 Group Designate CEO, Director - B2 Ljubljana School of Business (SVN)
- **Katarina Aškerc Zadavec**, Chair of EECME Conference Committees, Vice-Dean of B2 Ljubljana School of Business (SVN)
- **Ana Skorup**, Director of Business College of Applied Studies “Prof. PhD Radomir Bojković” Kruševac (SRB)
- **Ana Barbić**, Professor at University College "CEPS-Center for Business Studies" Kiseljak (BiH)

EECME CONFERENCE KEYNOTE: AI, Law, and Leadership – From Control to Conscious Stewardship in the Age of Intelligent Systems

- **Violeta Bulc**, Entrepreneur, Former European Commissioner for Transport and Deputy Prime Minister of the Republic of Slovenia, Founder and Curator of the Global Ecocivilisation Movement (SVN)

Moderator: Špela Pregl

CET Time Zone

10.30–10.40 SHORT BREAK for dividing into A, B, C, and D groups.

10.40–12.10

GROUP A1 – HYBRID

Moderator: Katarina Aškerc Zadavec

MS Teams link: [CLICK HERE to connect - GROUP A](#)

Venue: CLASSROOM A






1.  **ARTIFICIAL INTELLIGENCE IN FINANCIAL DECISION-MAKING AND COMPETITIVE ADVANTAGE: EVIDENCE FROM LEADING EUROPEAN INDUSTRIAL FIRMS;** Morina et al., KOS (12 mins)
2.  **ARTIFICIAL INTELLIGENCE AT THE CROSSROADS OF LAW AND MANAGEMENT: BUILDING RESPONSIBLE COMPETITIVE ADVANTAGE;** Hribar, SVN (12 mins)
3. **THE ROLE OF ARTIFICIAL INTELLIGENCE IN MANAGING FOOD SECURITY;** Tkachenko et al., UKR (12 mins)
4.  **BIAS, DISCRIMINATION, AND STRUCTURAL INEQUALITY IN AI SYSTEMS;** Dwivedi et al., IND (12 mins)
5.  **ARTIFICIAL INTELLIGENCE–SUPPORTED REQUIREMENTS ELICITATION IN THE SOFTWARE DEVELOPMENT LIFE CYCLE: A SYSTEMATIC LITERATURE REVIEW;** Lazarević, SVN (12 mins)
6. **THE IMPACT OF INNOVATION STRATEGIES ON BUSINESS PERFORMANCE: EVIDENCE FROM SUPERMARKET CHAINS IN ALBANIA;** Brahollı et al., ALB (12 mins)
7.  **GenAI GOES TO WORK: EVIDENCE FROM GEORGIAN JOB ADS;** Khukhunaishvili et al., GEO (12 mins)

GROUP B1 – HYBRID

Moderator: Marko Bohanec

MS Teams link: [CLICK HERE to connect - GROUP B](#)

Venue: CLASSROOM B

1.  **AI, BIG DATA, AND SUSTAINABLE VALUE CREATION: A GOVERNANCE-BASED PERSPECTIVE ON CRITICAL COMPETENCIES;** Bakader, MAR (12 mins)
2.  **ARTIFICIAL INTELLIGENCE ADOPTION IN STARTUPS VS. CORPORATIONS;** Abdullayev, AZE (12 mins)
3. **DIGITAL TRANSFORMATION – SUSTAINABILITY NEXUS: AN INSTITUTIONAL VIEW FOR FUTURE SOCIETIES;** Balomenou et al., ALB (12 mins)
4.  **THE USE OF ARTIFICIAL INTELLIGENCE IN THE PREVENTION OF MONEY LAUNDERING;** Lapuh Bele et al., SVN (12 mins)
5.  **STRATEGIC ALIGNMENT IN THE AGE OF GENERATIVE AI;** Reis et al., PRT (12 mins)
6. **THE ROLE OF AI IN UPGRADING BUSINESS INTELLIGENCE IN MANAGERIAL DECISION-MAKING: A THEORETICAL OVERVIEW AND CONCEPTUAL FRAMEWORK;** Kolar et al., SVN, CRO (12 mins)
7.  **AI AND GOVERNANCE-EMBEDDED PRODUCTIVITY: A CONCEPTUAL AND ECONOMETRIC FRAMEWORK;** Tanik, AZE (12 mins)

GROUP C1 – HYBRID

Moderator: Nuša Lazar

MS Teams link: [CLICK HERE to connect - GROUP C](#)

Venue: CLASSROOM C








1.  **TRANSFORMING JOB ROLES WITH GENERATIVE AI: EVIDENCE FROM JOB POSTINGS IN THE GEORGIAN LABOR MARKET;** Zhghenti et al., GEO (12 mins)
2.  **GENERATIONS IN THE BUSINESS ENVIRONMENT - IN THE CONTEXT OF AI;** Pajić Ivanović et al., CRO, SVN (12 mins)
3. **AI IN CROSS-BORDER PROCUREMENT: LAW AND ETHICS;** Kamianetska, UKR (12 mins)
4.  **LEGAL LIMITS OF ARTIFICIAL INTELLIGENCE IN EMPLOYEE MONITORING AND TASK ALLOCATION UNDER LABOUR LAW;** Weber, SVN (12 mins)
5.  **RESPONSIBLE USE OF ARTIFICIAL INTELLIGENCE IN DIGITAL MARKETING AND ITS IMPLICATIONS FOR COMPETITIVE ADVANTAGE IN RURAL TOURISM;** Xhebraj et al., ALB (12 mins)
6. **THE IMPACT OF REGULATION ON INVESTMENTS IN SOLAR POWER PLANTS IN SLOVENIA;** Papler et al., SVN (12 mins)
7.  **CHARITY WORK BY FEDERAL INSTITUTIONS IN THE UAE: A REVIEW OF INITIATIVES DURING RAMADAN,** Agha et al., ARE, MYS (12 mins)

GROUP D1 – ONLINE 




















Moderator: Špela Pregl

MS Teams link: [CLICK HERE to connect - GROUP D](#)

**Venue: ONLINE*

1.  **STRATEGIC MARKETING AND CONSUMER INFLUENCE IN AI-DRIVEN PAYMENT SYSTEMS ADOPTION;** Sherovska, MKD (12 mins)
2.  **THE ROLE OF ARTIFICIAL INTELLIGENCE IN ASSESSING THE REVENUE MANAGEMENT EFFECTIVENESS;** Kulyk et al., UKR (12 mins)
3.  **LEGAL LIMITS OF ARTIFICIAL INTELLIGENCE IN EMPLOYEE MONITORING AND TASK ALLOCATION UNDER LABOUR LAW;** Weber, SVN (12 mins)
4.  **MANAGING ETHICAL DIGITAL TRANSFORMATION IN HIGHER EDUCATION: AN ETHICS-IN-PRACTICE FRAMEWORK FOR RESPONSIBLE AI;** Mančić et al., MNE (12 mins)
5.  **EXPLORING THE IMPACT OF HUMAN RESOURCE INNOVATION ON EMPLOYEE PERFORMANCE;** Abdulova et al., AZE (12 mins)
6.  **CORPORATE GOVERNANCE IN ALBANIAN BUSINESS ACTIVITIES;** Dibra, ALB (12 mins)
7.  **SUSTAINABLE TOURISM IN SRI LANKA: GREEN PRACTICES AND IMPLEMENTATION BARRIERS;** Thejani et al., LKA (12 mins)

CET Time Zone

12.10–12.25	BREAK (online and face-to-face)			
12.25–13.45	<p>GROUP A2 – HYBRID Moderator: Katarina Aškerc Zadavec MS Teams link: CLICK HERE to connect - GROUP A Venue: CLASSROOM A</p> <ol style="list-style-type: none"> 1.  REVOLUTIONIZING GREEN FINTECH: AI INNOVATIONS COMPARISON FROM A GLOBAL LENS; Idziak, POL (12 mins) 2.  THE CAPACITY FOR ADOPTING ARTIFICIAL INTELLIGENCE, CREDIT RISK, AND FINANCIAL STABILITY: INSIGHTS FROM AN EMERGING ECONOMY; Nazarov, AZE (12 mins) 3. ARTIFICIAL INTELLIGENCE AND TOURISM DRIVEN ECONOMIC DEVELOPMENT IN ALBANIA; Huta et al., ALB (12 mins) 4.  TOWARDS SUSTAINABLE AI: CONCEPTUAL MODEL LINKING ENVIRONMENTAL, SOCIAL, AND GOVERNANCE VALUE CREATION; Pinho et al., PRT (12 mins) 5.  DIGITAL-DRIVEN RECONSTRUCTION OF UKRAINE: CONSTRUCTION INNOVATION, MIGRATION AND ECONOMIC RECOVERY? Herman et Al., UKR (12 mins) 6. TROUBLES IN THE AI PARADISE? CHALLENGES IN THE FIELD OF DIGITAL SOVEREIGNTY IN THE LIGHT OF CURRENT GLOBAL POWER-SHIFTING DEVELOPMENTS; Kolar et al., SVN, (12 mins) 	<p>GROUP B2 – HYBRID Moderator: Marko Bohanec MS Teams link: CLICK HERE to connect - GROUP B Venue: CLASSROOM B</p> <ol style="list-style-type: none"> 1.  MANAGERIAL PERSPECTIVES OF NEUROMANAGEMENT IN HETERODOX LENS; Satpathy et al., KEN, IND (12 mins) 2.  LEGAL AND ETHICAL CHALLENGES FOR COMPETITIVE ORGANIZATIONS; Surmanidze et al., GEO (12 mins) 3. THE IMPACT OF ARTIFICIAL INTELLIGENCE ON THE INTERNATIONAL ECONOMY; Grgurević, MNE (12 mins) 4.  THE ROLE OF ARTIFICIAL INTELLIGENCE AT WORK: HOW IT IMPACTS SOCIAL SUSTAINABILITY AND TRAINING IN ALBANIAN ORGANIZATIONS; Dinoshi et al., ALB (12 mins) 5.  FINANCIAL DEVELOPMENT AND THE ADOPTION OF ARTIFICIAL INTELLIGENCE: EVIDENCE FROM AZERBAIJAN; Akhundzada et al., AZE (12 mins) 6. DIGITAL BUSINESS TRANSFORMATION IS PRIMARILY A HUMAN CHALLENGE, NOT A DIGITAL ONE; Bohanec, SVN (12 mins) 	<p>GROUP C2 – HYBRID Moderator: Nuša Lazar MS Teams link: CLICK HERE to connect - GROUP C Venue: CLASSROOM C</p> <ol style="list-style-type: none"> 1.  LEGAL REGULATION OF COUNTERING DISINFORMATION IN THE AGE OF AI; Kortukova et al., UKR (12 mins) 2. THE ROLE OF AI IN FINANCIAL ANALYSIS: INTEGRATION AND NECESSITY; Milošević et al., BiH 3.  RISK-AWARE LEGAL GOVERNANCE FOR AI-DRIVEN CYBERSECURITY SYSTEMS: FRAMEWORKS, COMPLIANCE, AND ACCOUNTABILITY; Bashirli, AZE (12 mins) 4. CORPORATE CODE OF ETHICS: ROLE, IMPLEMENTATION AND EFFECTIVENESS; Dejanović et al., SRB, (12 mins) 5.  APPLICATION OF ARTIFICIAL INTELLIGENCE IN MARKETING OF KALANAMAK RICE IN SIDDHARTHANAGAR DISTRICT OF UTTAR PRADESH; Verma, IND (12 mins) 6. KNOWLEDGE TRANSFER THROUGH EU PROJECTS: THE URBACT PIONEERS ACCELERATOR CASE STUDY; Lazar, SVN (12 mins) 7.  AI AND THE ECONOMY: CONCEPTUAL MODEL - PRODUCTIVITY, EMPLOYMENT, AND INEQUALITY DYNAMICS; Sousa et al., PRT (12 mins) 	<p>GROUP D2 – ONLINE  Moderator: Špela Pregl MS Teams link: CLICK HERE to connect - GROUP D Venue: ONLINE</p> <ol style="list-style-type: none"> 1.  ARTIFICIAL INTELLIGENCE AND THE GREEN TRANSITION: ECONOMIC IMPACTS OF AI DRIVEN DECARBONIZATION; Kilaj et al., KOS (12 mins) 2.  ENERGY INFRASTRUCTURE AND AI-DRIVEN GROWTH IN THE EUROPEAN ECONOMY?; Makaj et al., ALB (12 mins) 3. FUTURE OF LOGISTICS: AI-DRIVEN TRANSFORMATION IN MNCS; Alizada et al., AZE (12 mins) 4.  ADVANTAGES AND PITFALLS OF ARTIFICIAL INTELLIGENCE IN LEGAL PROFESSIONS; Turk et al., SVN (12 mins) 5.  AI-ENABLED PERSONALIZATION IN DIGITAL SERVICES: CUSTOMER OUTCOMES AND BOUNDARY CONDITIONS; Orujaliyev, POL (12 mins) 6.  SUSTAINABLE AI PATHWAYS: INTEGRATING ENVIRONMENTAL STEWARDSHIP, SOCIAL JUSTICE, AND GOVERNANCE FOR SOCIETAL WELL BEING; Gomes et al., PRT (12 mins) 7.  MONETARY POLICY AND CARTEL RECIDIVISM: EVIDENCE FROM EU MARKETS; Aslan et al., TUR, AUT, POL (12 mins)
13.45–14.10	Student Poster Session Presentations and Networking Discussions at the Poster Display Area (see the attached list of poster titles)			
14.00–14.30	Informal Networking with Catering and Refreshments			

Poster Titles and Student Presenters (Arranged in Alphabetical Order):

1. **Adaptive Rehabilitation Center Concept for Shelter Dogs**, Basarb et al., UKR
2. **Agricultural Waste Transformation into Sustainable Circular Building Materials**, Kereselidze et al., GEO, ROU, SVN, HRV
3. **AI and Labor Demand in Romania: Early Evidence from Online Job Postings**, Dioszegi, ROU
4. **AI Platform for Circular Organic Waste Logistics**, Halunka et al., UKR, SVN
5. **AI, Stability and Society**, Topalli, MLT
6. **AI-Enabled Dark Patterns in Global E-Commerce**, Sanikidze, GEO
7. **Analysis of Object Detection Methods for Real-Time Video Monitoring Systems**, Hyka, ALB
8. **Circular Bio-Waste Conversion into Organic Fertilizer Solutions**, Dervišević et al., BIH
9. **Cryptocurrency Volatility as an Exogenous Shock to Emerging Markets**, Myftaraj, ALB
10. **Digital Repair Skills Platform Supporting Circular Economy Education**, Geladze & Rybachok et al., GEO, UKR, PRT, HRV, NLD
11. **Eco-Friendly Multi-Stage Water Filtration System Concept**, Tsvetkov et al., SVN, PRT, ROU, BGR
12. **FinTech and Macroeconomic Dynamics: Their Impact on Growth during Economic Uncertainty**, Liçi, ALB
13. **How Governance Asymmetries Shape Chefs' Sustainability Decisions in Food Value Chains**, Versari, MLT
14. **Implementation of the Sustainable Development Goals in the Documents of Regional and Local Authorities**, Macella, MLT
15. **Macroeconomic Determinants of NPLs in EU: A Panel Data Analysis (2010–2023)**, Kastrati, ALB
16. **MedLink Care AI: Bridging the Healthcare Access Gap in Romania Through AI-Powered Symptom Triage and Specialist Matching**, Cionca, ROU
17. **Organisational Exit Strategy for CSR: A Case Study of Action-Aid International Non-Formal Education in Uganda**, Nagadya, MLT
18. **Safeguarding Democracy: The Intersection of AI Ethics, Cybersecurity, and International Law**, Angelov, BGR
19. **The Algorithmic Assessment of Digital Trust: Bank of Italy's AI-Driven Cyber Risk Index and the New Paradigm of Creditworthiness**, Veliu et al., ALB
20. **The Impact of Artificial Intelligence on Student Learning Experience and Academic Life**, Malkhasyan, GEO
21. **The Obstruction to Youth Unemployment: Possible Synergies between the World of Education and the World of Work**, Petrassi, MLT
22. **The United Mediterranean: The Maghreb and Mashreq Countries United with the Mediterranean Nations through Culinary, Historical and Cultural Ties**, Settecasì, MLT
23. **Vertical Gardens Initiative for Sustainable Student Communities**, Chkhaidze et al., GEO, HRV, NLD