

University Business Academy in Novi Sad
Faculty of Applied Management, Economy and Finance Belgrade



MEFKON20

INNOVATION AS AN INITIATOR OF THE DEVELOPMENT

BOOK OF ABSTRACTS

I N N O V A T I O N S

December 3rd
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University Business Academy in Novi Sad
Faculty of Applied Management, Economics and Finance Belgrade

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FOREWORD

This year, as well as the previous five, innovations are our driver of development and an occasion to make a new contribution to this inexhaustible and challenging topic. Nurturing tradition imperatively obliges us to be better for each new conference in terms of the quality of papers, their number, and breadth. At the same time, changed life circumstances impose the topicality of the moment. Innovations both mark and generate the future, but they begin in the present that must be illuminated, analyzed, and considered. Faculty of Applied Management, Economics and Finance, for the purpose of socially responsible business and health care due to the pandemic, organized a conference this year only on the basis of the submitted papers, without the physical presence of the participants. However, the authors showed interest despite the difficult situation and the spread of the Covid 19 virus, and the number of papers received is a confirmation of that. The impact and consequences of the spread of the virus have been elaborated and researched in several papers from different angles: tourism, the digital transformation of work and work environment, agriculture, innovation sector, then from the medical aspect that is immanent to the epidemic. In addition, the socio-economic consequences of the virus, the impact on management, but also on the trade balance in the European Union, as well as retail communication, were analyzed. This list is thematically complemented by the luxury industry and Industry 4.0 technology. Such a comprehensive thematic aspect is proof that we are keeping up with the times. This further implies that innovation is all around us.

This paradigm of diversity that innovation carries, imposes, and emphasizes the further thematic spectrum that is present among the articles. Thus, not only did the impact and consequences of the coronavirus capture the attention of the participants, but they were also inspired by other aspects and issues.

Appropriate to the topic "Innovation as the initiator of development" and the goal of the scientific conference, two sessions were established: Session I: Innovations in the function of development (Thematic Proceedings – Thematic Monograph) and Session II: Innovations as the key to business success (International conference proceedings). Besides, a book of abstracts was published for all submitted abstracts without complete papers. The choice of the topic of the meeting and the ubiquity of

innovations, as well as the offered number of thematic areas, influenced the works of many eminent university professors, prominent researchers, experts, and scientists, both from Serbia and abroad.

Proceedings of the international conference, as a result of the conference, are in the form of a digital edition and will be available to the general scientific public. The papers published in these collections significantly contribute to establishing the unbreakable link between innovation and development. At the same time, we have shown that the field of innovation is definitely no longer related only to technical - technological progress. Accordingly, the papers can be useful to both the scientific and professional public and all those interested in the impact of innovation on development.

Belgrade,
December, 2020

Editors
Darjan Karabašević, PhD
Svetlana Vukotić, PhD
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Utilization of Artificial Intelligence Techniques and Machine Learning in Software Engineering

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Abstract: At this time, software engineering is drawing growing attention in software development. Software engineering is a well-organized and systematic approach to the development, exploitation, maintenance, and replacement of software products i.e. outcomes. Software engineering necessitates the use of both analytical and descriptive tools to achieve adequate reliability and security of software products. Accordingly, to improve the entire process of software engineering, it is possible to apply techniques of artificial intelligence and machine learning. Artificial intelligence (AI) is a field in computer science whose primary goal is to create machines that can behave in a way that man considers intelligent. Therefore, artificial intelligence simulates human perception, learning, and reasoning to resolve complex problems. On the other hand, machine learning is one of the sub-areas of artificial intelligence and is referring to the construction and study of systems that can learn and draw logical conclusions from the mass of data i.e. large amounts of data. Therefore, the main aim of the paper is to study the techniques of AI and machine learning and their application in software engineering.

Keywords: Artificial Intelligence, machine learning, software engineering, AI techniques

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