

Универзитет Привредна академија у Новом Саду  
University Business Academy in Novi Sad

Факултет за примењени менаџмент, економију и финансије Београд  
Faculty of Applied Management, Economics and Finance Belgrade

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МЕЂУНАРОДНА НАУЧНО-СТРУЧНА КОНФЕРЕНЦИЈА

# INNOVATION AS AN INITIATOR OF THE DEVELOPMENT

ИНОВАЦИЈЕ КАО ПОКРЕТАЧ РАЗВОЈА

BOOK OF ABSTRACTS

ЗБОРНИК АПСТРАКАТА

# I N N O V A T I O N S

December 5th  
Belgrade, 2024



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Факултет за примењени менаџмент, економију и финансије, Београд  
Faculty of Applied Management, Economics and Finance, Belgrade

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# **INNOVATION AS AN INITIATOR OF THE DEVELOPMENT**

## **ИНОВАЦИЈЕ КАО ПОКРЕТАЧ РАЗВОЈА**

INTERNATIONAL CONFERENCE BOOK OF ABSTRACTS  
ЗБОРНИК АПСТРАКТА СА МЕЂУНАРОДНОГ СКУПА

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## САДРЖАЈ / CONTENT

### АПСТРАКТИ СА КОНФЕРЕНЦИЈЕ

#### CONFERENCE ABSTRACTS

Darjan Karabašević Ivan Šušter Dragiša Stanujkić	<b>Using Docker Compose for Lightweight Container Management in Small to Medium-Sized Applications</b>	1
Olgica Milošević	<b>Conversion of an obsolete debt into a natural obligation</b>	3
Đorđe Pucar Darjan Karabašević Miodrag Brzaković	<b>Artificial intelligence in e-learning</b>	5
Muhammad Ali Imran Caniogo Svetlana Vukotić Dragiša Stanujkić	<b>The impact of travel agency site innovations on attracting tourists</b>	7
Srđan Maričić Ana Veljić Kristina Jauković Jocić	<b>Administrative portal "Moja srednja škola"; Advantages in matters of final exams for students in primary schools and their enrollment in secondary schools</b>	9
Marija Mladenović Dragana Petrović	<b>Creative financial reporting and the role of forensic accounting in the detection of fraud in the organization</b>	11
Đorđe Pucar Gabrijela Popović Dragiša Stanujkić	<b>Automatic grading of student papers using artificial intelligence</b>	13
Olgica Milošević	<b>The importance of the cover notes in international cargo transport</b>	15
Ivan Šušter Darjan Karabašević Gabrijela Popović Srđan Maričić	<b>Real-Time Performance Monitoring in Microservice Architecture</b>	17
Ana Veljić Kristina Jauković Jocić	<b>Multimedia as the initiator of the process of education</b>	19
Dragana Petrović Marija Mladenović	<b>Detecting accounting fraud using warning signals in the company</b>	21

Ivana Josifović Darjan Karabašević Vuk Mirčetić	<b>Innovative approaches in human resource management: Balancing technology and the human factor</b>	23
Olga Milošević	<b>Conclusion of a contract by silence</b>	25
Stanislav Radonjić	<b>The impact of artificial intelligence on service quality</b>	27
Adriana Radosavac Ružica Đervida	<b>Conditions for tourism development in rural areas of Bosnia and Herzegovina</b>	29
Adam Malešević Todor Stojčevski Pavle Brzaković	<b>Medical tourism of countries in the Balkans: Chances and opportunities for improvement</b>	31
Milica Lakić Marica Đervida Bojan Popović	<b>Economic globalization and the competitiveness of Bosnia and Herzegovina's economy</b>	33
Svetlana Vukotić Gabrijela Popović Vuk Mirčetić	<b>Changes in the design of workplaces in the contemporary business environment</b>	35
Zoran Đuričić Srđan Šuput Žana Janković	<b>Perspectives and challenges of foreign investments in the economy of Bosnia and Herzegovina</b>	37
Ružica Đervida Anđela Miljković Marija Rudinac	<b>Principles of effective performance management as a means to improve employee motivation</b>	39
Tijana Đukić Kristina Jauković Jocić Nina Nikolić	<b>Emotional intelligence as an essential component of effective communication and organizational culture</b>	41
Marko Marković Svetlana Marković	<b>When AI creates: Copyright without an actual author</b>	43
Predrag Todorov	<b>Development of hunting tourism through sustainability principles and responsible management</b>	45
Marko Marković Jovana Ljubisavljević	<b>Artificial intelligence or the human factor in quality management</b>	47
Dragan Doljanica Nina Nikolić Tijana Đukić	<b>Integrating quality management and effective communication to improve organizational performance</b>	49

Milana Borković Violeta Tošić Predrag Todorov	<b>Artificial intelligence and language in the tourism industry as a key factor in personalized services</b>	51
Svetlana Marković Marko Marković Jovana Ljubisavljević Miloš Mastilović	<b>Innovations in the function of management in business entities</b>	53
Kristina Jauković Jocić Tijana Đukić Predrag Todorov	<b>The impact of modern communication on the development of marketing content</b>	55
Bojana Plemić Violeta Tošić	<b>Interpretation of dark tourism as a sustainable tourist product</b>	57
Nina Nikolić	<b>The impact of AI tools on online marketing</b>	59
Svetlana Marković Marko Stanković Marija Stanković	<b>Legal status of business entities, their integration, association, and market operations</b>	61

# Using Docker Compose for Lightweight Container Management in Small to Medium-Sized Applications

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**Abstract:** By allowing you to define, configure and run several Docker containers with a single YAML file, Docker Compose simplifies container administration. By outlining key elements like services, networks, volumes, this file simplifies deployment, scaling and maintenance without the hassles of Docker Swarm or Kubernetes which can lead to more complicated system without need for that. Docker Compose can simplify the process of managing containers lifecycle, including starting, stopping and rebuilding services as necessary. By facilitating network isolation, environment variables, and service dependencies, it improves development and testing workflows and guarantees smooth container communication. Furthermore, Compose reduces operational overhead and does away with the need for extra orchestration tools by making it easier to manage multi-container setups on a single host.

**Keywords:** Docker, docker compose, container, kubernetes.



# Conversion of an obsolete debt into a natural obligation

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**Abstract:** *The conversion of an obsolete debt into a natural obligation is a legal mechanism through which the duty to repay a debt, although no longer legally enforceable, may persist as a moral or voluntarily fulfillable obligation. This concept has a significant impact on contractual relationships, particularly in the fields of civil and commercial law.*

*The paper analyzes the legal nature of natural obligations, the conditions under which an obsolete debt may acquire this status, and its consequences for both the debtor and the creditor. Special emphasis is placed on comparative legal aspects and different approaches in the legislation of various countries. By examining case law and theoretical analyses, the paper explores the applicability of natural obligations in modern legal systems. Finally, recommendations are proposed to improve legal regulations in order to achieve a balance between legal certainty and the protection of creditor and debtor interests.*

**Keywords:** *obsolete debt, natural obligation, contractual relationships, civil law, case law.*



# Artificial intelligence in e-learning

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**Abstract:** *The development of artificial intelligence (AI) significantly affects the transformation of the education system, especially in the field of e-learning. The application of AI technologies enables the personalization of educational experiences, the automation of administrative tasks and the provision of interactive support to students. Intelligent tutors, adaptive learning systems and tools for analyzing data on student progress are becoming key components of modern e-learning platforms. This paper explores key applications of AI in e-learning, including tailoring content to individual learner needs, automated grading, and the use of chatbots to assist in learning. Also, the benefits, challenges and potential ethical dilemmas related to the use of AI in education are discussed. Through an overview of the latest research and examples from practice, the paper provides a comprehensive insight into the impact of AI on the future of e-learning.*

**Keywords:** *AI, learning, tutors.*





# The impact of travel agency site innovations on attracting tourists

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**Abstract:** *Innovations are omnipresent in diverse spheres of the contemporary business environment, and tourism is definitely among them. The development of information technology has contributed to the creation and improvement of global access to tourist offers through travel agencies as their exponents. This paper analyses the attractiveness of tourist sites as basic promotional activities in attracting tourists. The range of innovations, such as information technologies in tourism, has been made possible by computer reservation systems and various platforms, forums, and co-creations where users can directly contribute to the innovation of the tourist offer. In any case, the feedback response becomes a significant indicator of satisfaction with the tourist service. This paper aims to point out the existence of these other promotional possibilities of modern tourism and apostrophize the importance of the appearance and content of travel agency websites. Based on the results obtained by this paper, the site's attractiveness is synonymous with attracting tourists.*

**Keywords:** *Innovations in tourism, travel agencies, digital transformation, information technology, modern trends in tourism.*



# Administrative portal "Moja srednja škola"; Advantages in matters of final exams for students in primary schools and their enrollment in secondary schools

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**Abstract:** The use of e-portals for enrolling students in high schools has both advantages and potential challenges. The advantages are clear: efficiency, simplicity, and the acceleration of the enrollment process. Students and parents can submit applications, required documents, and other enrollment materials online, eliminating the need for in-person visits to the school. This can be beneficial for school administrators in understanding enrollment trends, planning resource allocation, and making informed decisions.

The electronic portal "My High School" began operating in 2021, organized by the Ministry of Education of the Republic of Serbia and the Faculty of Organizational Sciences (hereinafter referred to as FON) of the University of Belgrade. The portal consists of a public part, intended for parents/guardians and students, and an administrative part, intended for administrators of each School Administration in the Republic of Serbia, responsible persons in the Ministry of Education, and the FON team. This paper will present and describe the administrative portal.

**Keywords:** Enrollment, high school, final exam.



# Creative financial reporting and the role of forensic accounting in the detection of fraud in the organization

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**Abstract:** Material misstatements in financial statements can be the result of intentional activities - a criminal act - or unintentional activities - an error. Criminal action as a result of manipulation in financial statements includes materially false statements for criminal purposes or misappropriation of property. This action includes falsification of accounting records, inaccurate recording of events or manipulation in the application of International Accounting Standards and legal regulations. Misuse of assets means the use of company assets for personal purposes, embezzlement of funds or fictitious payments. Frauds represent a serious threat, because in everyday business they cause great damage both within the company itself and for potential stakeholders such as investors, creditors or tax authorities. By timely detection of a series of deliberate actions for the purpose of self-benefit, the risk of fraud and deterioration of the company's operations, which in the worst case, leads to bankruptcy, is reduced. The essence of the research is to improve the fraud investigation process, determine the value of the company, as well as support in court processes.

**Keywords:** Financial reporting, international accounting standards, forensic accounting, fraudulent actions, bankruptcy.



# Automatic grading of student papers using artificial intelligence

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**Abstract:** Automated grading of student work using artificial intelligence (AI) represents a revolutionary change in the educational process, enabling faster and more objective assessment of student achievement. This paper explores the application of various AI techniques, including natural language processing (NLP) and machine learning, to the evaluation of text responses, essay assignments, and programming code. The focus is on key benefits such as reducing subjectivity, saving time and providing real-time feedback. In addition, challenges such as model accuracy, reliability of results, and ethical aspects related to privacy and evaluation fairness are analyzed. The paper includes an overview of existing automated assessment systems and case studies demonstrating their practical applications in various educational contexts.

**Keywords:** AI, NLP, model.





# The importance of the cover notes in international cargo transport

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**Abstract:** Cover Note, as a document that replaces an insurance policy in cases where there are not enough elements to issue a full insurance policy, plays a significant role in insuring international cargo transport. Its purpose is to confirm the existence of insurance coverage and provide cargo holders with security in the event of damage or loss of goods during transport.

This paper analyzes the legal and logistical significance of the Cover Note, its role in simplifying insurance procedures, and its advantages over a traditional insurance policy. Special emphasis is placed on regulatory frameworks and international conventions governing its application. By using case studies from practice, the paper identifies potential risks and challenges in the use of the Cover Note, as well as its impact on the efficiency of the transport and insurance system. Finally, recommendations are provided for optimizing this document to enhance transparency and security in the international supply chain.

**Keywords:** cover note, insurance, international transport, regulations, supply chain.



# Real-Time Performance Monitoring in Microservice Architecture

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**Abstract:** In order to maintain the reliability, security and efficiency of microservice architecture, it is crucial to implement real-time performance monitoring. In this paper the key points, which are important for active monitoring of microservices as well as the systems, will be presented and those including data fragmentation, metric collection latency, and problems with tracing requests between multiple services. In order to solve these issues, solutions such as service mesh and monitoring tools like Prometheus will be presented in this paper. Additionally, the advantages of alerts and notification systems will be addressed, which can help in anomaly detection and to optimize performance of the services. This study aims to present one way of active monitoring of microservices and systems.

**Keywords:** monitoring, performance, Prometheus, services.



# Multimedia as the initiator of the process of education

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**Abstract:** Contemporary multimedia represents a critical element of modern education, where digital tools become a fundamental part of teaching. Technological progress, primarily in communication and information technologies, has enabled lecturers and students to access various resources, platforms, and tools that improve how knowledge is transmitted. Introducing multimedia tools into the educational system opens up new opportunities for interactivity, adaptability, and personalization of the teaching process. This paper examines how multimedia is used in education, the benefits it brings, and the challenges teachers and students face when using it. Multimedia refers to integrating different forms of content, including text, images, audio, video, animations, and interactive elements, to improve the presentation and understanding of information. In an educational context, multimedia enables the creation of dynamic and engaging lessons that can attract students' attention and facilitate their mastery of the material. Integrating multimedia tools such as PowerPoint presentations, interactive whiteboards, video lessons, and simulations is becoming more common in schools and universities worldwide.

**Keywords:** Multimedia, education, personalization, technological progress, digitalization.



# Detecting accounting fraud using warning signals in the company

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**Abstract:** Accounting fraud is a problem on a global level to which business entities from various industries around the world are exposed. Fraudulent schemes lead to inaccurate financial statements on the basis of which their users (internal and external) receive incorrect information. It is important to detect "red flags" that indicate the risk of fraud in a timely manner. These are signals that warn of some unplanned events such as frequent bonuses, ineffective internal controls, too high a profit or too high a loss. In addition, "hot lines" are also important, which inform the management about frauds present in the company in a timely manner, by e-mail, website or phone call. The most famous financial scandals are the result of fraudulent financial reports that mislead potential investors and cause problems in the smooth operation of financial markets. The longer the period of time from the creation of false financial statements to the identification of the fraud, the greater the costs and losses for the company itself.

**Keywords:** Fraud identification, "red flags", financial reports, "hot lines", financial markets.





# Innovative approaches in human resource management: Balancing technology and the human factor

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**Abstract:** Innovation is important in all segments of contemporary human resource management and essential for organisations aiming to prosper in a promptly developing business environment. The modern business landscape is characterised by rapid technological change, globalisation and the increasing influence of digital platforms on recruitment and talent management. Additionally, employees have become increasingly diverse and technology-driven, and traditional HR practices must adapt to better meet the new trends and align with organisational goals. This paper endeavours to illuminate innovative HRM strategies that enhance HR practices processes through new and innovative technologies. The paper's findings show that implementing modern technologies in HR, such as artificial intelligence, algorithmic data analysis, predictive analytics and automation of administrative tasks, would allow HR professionals to focus on strategic HR activities that promote employee engagement and development. This paper analyses the impact of these technologies on HR efficiency, fairness, and candidate experience while addressing the ethical and legal challenges they present. The objective of this research is to highlight how digital transformation can optimise HR practices while preserving a balance between technological efficiency and a human-centred approach. Embracing innovation and adopting HRM to contemporary challenges is crucial for improving organisational performance and maintaining or gaining a competitive advantage. However, in the digital transformation process, one of the main goals has to be not to lose "human" in "human resource management".

**Keywords:** Human resource management, digital transformation, innovation, artificial intelligence, predictive analytics, employee experience.



# Conclusion of a contract by silence

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**Abstract:** A contract is considered concluded at the moment of acceptance of the offer. The fundamental rule is that silence does not constitute acceptance of an offer, even if the offeror has stated in the offer that silence by the offeree will be interpreted as acceptance. Such clauses have no legal effect on the offeree and cannot impose any obligation on them. The conclusion of a contract by silence represents a special form of consent in contract law, where tacit behavior or failure to respond may be interpreted as acceptance of the offer. This is an exception to the general rule that acceptance, and thus the conclusion of a contract, cannot be expressed by silence. There are three exceptions when silence is interpreted as acceptance: when there is an ongoing business relationship between the offeror and the offeree concerning specific goods; when a person offers to carry out another's orders concerning the performance of specific transactions and is obliged to fulfill received orders unless they are immediately refused, and when the offeree is engaged in a business activity that involves fulfilling orders by its nature. In these cases, if the offeree receives the offer and remains silent, the silence will be deemed acceptance. If the offeree does not wish to accept, they must notify the offeror within the time normally required for acceptance.

**Keywords:** Conclusion of a contract, acceptance, silence, offer, exceptions.



# The impact of artificial intelligence on service quality

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**Abstract:** *The impact of artificial intelligence (AI) on service quality is becoming an increasingly important topic in the modern business environment. By applying AI technologies such as machine learning, natural language processing, and process automation, companies enhance efficiency, reduce costs, and improve customer experience. This paper analyzes how AI transforms service industries, including service personalization, predictive analytics, and automated customer support. Special attention is given to the challenges of implementing AI, such as privacy protection, ethical issues, and the risk of technological dependence. Through case study analysis from various industries, examples of successful AI applications in improving service quality are presented. The aim of the paper is to highlight the potential and limitations of artificial intelligence in enhancing customer experience and business outcomes. Finally, recommendations are provided for the sustainable and ethical application of AI in service industries.*

**Keywords:** *artificial intelligence, service quality, customer experience, automation, ethics.*



# Conditions for tourism development in rural areas of Bosnia and Herzegovina

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**Abstract:** The general globalization present in the world in the last few years has tended to activate rural areas for tourism purposes. Rural areas represent a good basis for sustainable tourism development with the help of natural resources that Bosnia and Herzegovina (BiH) has at its disposal (climate, water - thermal, mineral, cultural and historical potential, human resources and personnel). In order to improve the development of rural tourism, it is necessary to apply appropriate standardization and categorization in services and provide adequate conditions for accommodation. By ensuring economic and social security of the rural population, the quality of life in the countryside would also improve, and thus the migration of young people to the city would slow down.

**Keywords:** Globalization, rural areas, tourism, quality of life.





# Medical tourism of countries in the Balkans: Chances and opportunities for improvement

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**Abstract:** Tourism is a dynamic category that is continuously developing. Regardless of the development directions and different tourism classifications, medical tourism certainly has an important place. Different authors have recently called for more attention to other specific types of medical tourism. At the same time, it was the motive for analysing this type of tourism in this paper. Along with natural beauty, one of the competitive advantages of this type of tourism in the Balkan countries is the price of catering and medical services. The work aims to investigate the possibilities for the development of medical tourism in certain countries in the Balkans using a comparative approach. In recent times, the focus has shifted towards fertility, dental tourism, and cosmetic surgeries. The research in this work has found numerous opportunities to improve development, and one of the first steps is to intensify the promotion of medical tourism.

**Keywords:** Medical tourism, development opportunities, Balkan countries, comparative analysis, promotion strategies.



# Economic globalization and the competitiveness of Bosnia and Herzegovina's economy

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**Abstract:** Economic globalization significantly impacts the competitiveness of national economies, especially in developing countries. This paper explores the challenges and opportunities that globalization processes bring to Bosnia and Herzegovina by analyzing their effects on the economy and the financial sector as key factors of competitiveness. Using classification, structural analysis, synthesis, and comparison methods, the research focuses on the impact of globalization on international trade, capital flows, and economic policies. Special attention is given to the interconnection between globalization trends and economic competitiveness, identifying key factors limiting Bosnia and Herzegovina's economic development. The research results indicate that globalization creates opportunities for economic progress but also presents challenges such as increased competition and macroeconomic instability. Effective management of globalization risks requires a proactive approach, strategic planning, and adaptation of economic policies. In this context, Bosnia and Herzegovina can improve its position in the global market through consistent reforms, increased investment attractiveness, and strengthened institutional capacities.

**Keywords:** economic reforms, competitiveness, economic globalization, international trade, capital flows.



# Changes in the design of workplaces in the contemporary business environment

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**Abstract:** Organisations operate in a constantly changing environment, which causes new challenges for organisations. Contemporary models of innovative organisations are based on technological dynamism and appreciation of technology as a strategic factor that determines the organisation's long-term competitiveness and business success. Unlike the external environment, where the organisation's top management does not control many factors, the internal environment includes factors over which the organisation has influence and control, and human resources management is among them. Despite all business changes, workplace design is still indispensable in human resources management. This paper aims to investigate how the changes caused by digital transformation, among other things, were implemented in the corporate workspace. Openness and mobility, the flow of people and ideas, flexibility and speed are the characteristics of modern business. Based on the research in this paper, the conclusions are drawn that in such an environment, the redesign of workplaces and the redefinition of this human resource management activity becomes inevitable.

**Keywords:** Human resource management, workplace design, organisational competitiveness, digital transformation.



# Perspectives and challenges of foreign investments in the economy of Bosnia and Herzegovina

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**Abstract:** Foreign investments play a crucial role in stimulating economic development, particularly in developing countries such as Bosnia and Herzegovina. The growth of small and medium-sized enterprises, which serve as fundamental drivers of economic expansion, is often hindered by a lack of domestic capital and limited access to financing sources. This situation underscores the necessity of attracting foreign investments, which can provide essential financial resources, knowledge transfer, and technological advancements while enhancing economic competitiveness. However, the effective utilization of foreign investments depends on the establishment of a stable and predictable investment environment. This includes political and economic stability, legal security, favorable tax and customs policies, developed infrastructure, and the availability of a skilled workforce. Besides institutional prerequisites, a positive societal attitude towards foreign investors and their business initiatives is also of paramount importance. This paper analyzes the challenges and opportunities for improving strategies to attract foreign investments, with a particular focus on their contribution to the development of small and medium-sized enterprises in Bosnia and Herzegovina.

**Keywords:** foreign investments, economic development, investment climate, competitiveness, capital flows.





# Principles of effective performance management as a means to improve employee motivation

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**Abstract:** The scope of performance management is broad and significant, as effective performance management is considered a key tool for enhancing employee motivation, which contributes to achieving high organizational performance. Efficient management requires an understanding of duties and tasks within the organization, enabling proper assessment and improvement of performance. Without this insight, it is difficult to link employee performance evaluation with opportunities for advancement or to compare the performance of employees with similar job descriptions.

Performance measurement, which involves regularly tracking progress toward precisely defined goals, is crucial for successful results management. This process allows organizations to gather relevant information that can serve as a basis for strategic decision-making and effective employee management at all levels. In this way, the performance measurement system becomes a kind of “dashboard” for the organization, facilitating daily planning, strategic maneuvering, and the implementation of improvements.

**Keywords:** performance management, motivation, employment.



# Emotional intelligence as an essential component of effective communication and organizational culture

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**Abstract:** Emotional intelligence is a crucial element in enhancing communication and influencing workplace culture. The capacity to comprehend, regulate, and articulate emotions, with the ability to identify the emotions of others, greatly enhances the efficacy of communication inside companies. A high level of emotional intelligence enables better interpersonal relationships, the development of empathetic communication, and more successful conflict management. It significantly contributes to the establishment of a constructive corporate culture founded on trust, collaboration, and receptiveness to input. Leaders with advanced emotional intelligence foster an invigorating workplace where employees experience heightened motivation and engagement. This paper explores the role of emotional intelligence in communication and its impact on organizational culture, highlighting the importance of developing these abilities in order to achieve better performance and organizational success.

**Keywords:** Emotional intelligence, communication, organizational culture, empathy, leadership.



# When AI creates: Copyright without an actual author

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**Abstract:** *The use of artificial intelligence, which completely eliminates the need for human involvement in content creation, presents significant challenges in verifying the authenticity of a particular work. Until now, humans were required to create specific work, but with the development of artificial intelligence algorithms, the creation of all types of content is now possible within seconds through modern technology. From a legal perspective, copyright implies that the creator of a work (usually literary, scientific, or artistic works) is the actual author who can protect their creation and classify it as intellectual property. When a work is created by an artificial intelligence algorithm, it cannot be classified as copyrighted, as it was not fully created by a human and does not represent an original creation. However, due to its nature, works created by such algorithms cannot legally be recognized as original creations of an author, these works remain in the public domain, with no possibility of claiming copyright over them.*

*The aim of this paper is to analyze the legal and ethical dilemmas involved in content creation, with a proposed solution to the regulation of intellectual property rights in the age of artificial intelligence. The paper explores legal approaches to this issue and emphasizes the importance of respecting and adapting the Copyright and Related Rights Act.*

**Keywords:** *Artificial intelligence, copyright, intellectual property, content creation, legal and ethical dilemmas.*



# Development of Hunting Tourism Through Sustainability Principles and Responsible Management

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**Abstract:** Hunting tourism is a specific segment of the tourism industry that, with proper planning and management, can contribute to sustainable development and the conservation of natural resources. This paper explores the possibilities for developing hunting tourism through sustainability principles and responsible management, analyzing its economic potential, environmental challenges, and social significance. Special attention is given to balancing tourism demand with the preservation of wildlife and natural habitats through the implementation of regulated hunting activities and ecological measures. Sustainable hunting tourism involves reinvesting revenue into biodiversity conservation, educating visitors, and engaging local communities in its development. Furthermore, responsible hunting tourism management can contribute to the development of rural areas by diversifying tourism offerings and strengthening the local economy. The paper also examines the role of regulatory frameworks and nature conservation policies in improving this tourism product. The research findings highlight the importance of an integrated approach that ensures the long-term sustainability of hunting tourism.

**Keywords:** Hunting tourism, sustainable tourism, hunting tourism industry, tourist product, nature conservation.





# Artificial intelligence or the human factor in quality management

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**Abstract:** *The development of artificial intelligence, as a new technology that helps humans automate processes, can actually contribute to its elimination. Currently, humanity's greatest fear, that algorithms could do all the work for us, creates great pressure. Managers, as the main decision makers, often have dilemmas and difficulty in making the right decision. At that moment, the process can be significantly facilitated by the use of artificial intelligence. By using algorithms, machine learning techniques, analysis of large data sets and predictive analysis, a certain decision can be made. But can it actually help the manager and do people become redundant in most of the processes they used to perform? Artificial intelligence brings a large number of tools for analysis and automation, but the human factor still remains irreplaceable in making strategic decisions and managing unforeseen situations. Critical thinking, creativity and emotions are things that artificial intelligence does not possess and cannot implement. The future of quality management can be seen in the interrelationship of human logic and advanced technology, where humans will oversee algorithms and remain a key factor in decision-making. Instead of making humans redundant, artificial intelligence allows them to focus on more complex tasks, taking quality management to a higher level.*

**Keywords:** Artificial intelligence, quality management, process automation, human factor, decision-making.



# Integrating quality management and effective communication to improve organizational performance

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**Abstract:** The article analyzes the integration of quality management and effective communication as essential elements in enhancing organizational performance. It emphasizes the significance of good communication in contemporary businesses and its connection with leadership styles, employee motivation, and change management. This research analyzes leadership theories and incentive systems, emphasizing how effective communication enhances team collaboration, trust formation, and creativity in the workplace. It examines the significance of quality management in enhancing performance, employee happiness, and the attainment of long-term objectives. The research posits that this integration is applicable across many organizational types, enhancing their competitiveness and adaptability to swift market changes.

**Keywords:** Quality management integration, change management, effective communication.



# Artificial intelligence and language in the tourism industry as a key factor in personalized services

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**Abstract:** The development of modern tourism is closely linked to language as a key communication tool, while artificial intelligence (AI) plays an increasing role in enhancing tourism services. Language is essential for destination promotion, tourist interaction, and personalized experiences, while AI enables automation and global content adaptation. Integrating AI into tourism improves user experience through chatbots, automatic translation, data analysis, and personalized recommendations. This paper explores how AI utilizes language to optimize tourism services, focusing on personalized communication, automated customer support, and multilingual information delivery. The research is based on literature analysis, case studies, and practical examples from the tourism industry. The findings indicate that AI not only improves access to tourism information and services but also fosters global tourism development through innovative language solutions.

**Keywords:** Artificial intelligence, professional language, tourism, automation, personalization, digital assistants.



# Innovations in the function of management in business entities

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**Abstract:** *Innovations in the function of management in business entities have become a necessity, where the introduction of innovations into the operations of market-oriented business entities engaged in international labor division and competition represents one of the key issues. The commitment of business entities to innovation is influenced by the conditions of modern business and increasingly intense changes in the economic and overall social environment. This involves integrating the national economy within the framework of the international labor division, encompassing competition in both domestic and foreign markets. In order to position an organization, the focus should be directed toward research and development to explore the role of innovations - whether organizational, managerial, technical-technological, marketing, or other - in the development and management of business entities to achieve better market positioning.*

**Keywords:** *Innovations, business entity management, market positioning.*





# The impact of modern communication on the development of marketing content

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**Abstract:** Modern communication has significantly transformed the process of creating marketing content, influencing the strategies and channels that brands use to interact with consumers. The development of digital technologies, social networks, and analytical tools has enabled personalized, interactive communication based on data. This paper will analyze the evolution of marketing communication, the transition from a one-way to a two-way communication model, as well as the role of modern channels in marketing. The impact of content personalization, data analysis, and the application of innovative technologies, such as artificial intelligence, virtual reality, and automation, is explored. In addition, the paper discusses ethical challenges in digital marketing and future trends in content creation. The research provides insight into how modern communication shapes marketing strategies, allowing brands to engage more effectively.

**Keywords:** Modern communication, digital marketing, artificial intelligence, social networks.



# Interpretation of dark tourism as a sustainable tourist product

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**Abstract:** Dark tourism, although controversial, is becoming an increasingly significant segment in global tourism, with a focus on the interpretation of cultural heritage and historical events. Dark tourism is a specific tourist product that represents a niche within cultural tourism, and its development in accordance with sustainability principles allows for the preservation of historical heritage and visitor education. This paper explores dark tourism as a sustainable tourist product, analyzing how such products can be developed through a careful approach to heritage interpretation. Through examples of destinations that allow visits to sites with significant historical and emotional weight, the paper discusses the ethical, cultural, and economic aspects of dark tourism. By applying sustainability principles, dark tourism contributes to the preservation of cultural values, encouraging local communities to preserve traditions. The paper also examines how this tourist product can contribute to raising awareness and education, taking into account the commercial, ethical, and educational aspects.

**Keywords:** Dark tourism, cultural tourism, sustainable development, tourist product, heritage interpretation.



# The impact of AI tools on online marketing

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**Abstract:** AI tools have greatly transformed online marketing, providing businesses with innovative ways to enhance customer engagement and optimize their marketing efforts. Technologies such as machine learning and natural language processing allow marketers to analyze consumer behavior, predict trends, and offer highly personalized content on a large scale. These tools enable real-time data analysis, helping brands make informed decisions, optimize targeting, and improve the overall customer experience. AI-driven automation streamlines processes, reducing manual work and increasing efficiency, while allowing marketing teams to focus on more strategic tasks. Additionally, AI-powered solutions like chatbots and virtual assistants improve customer interactions by providing 24/7 support and boosting satisfaction. However, challenges related to data privacy and ethical concerns remain. As AI continues to evolve, its influence on online marketing expands, providing businesses with innovative ways to maintain competitiveness in a digital-first world.

**Keywords:** AI tools, online marketing, personalization, automation, consumer behavior.



# Legal status of business entities, their integration, association, and market operations

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**Abstract:** *The legal status of business entities, their integration and association, as well as their market operations in the conditions of modern business, necessitate ensuring their connection. Therefore, it is essential to have regulations that uniformly govern the legal status of business entities, their integration and association, market operations, and other related aspects. For example, in the case of the European Union, a regulation was adopted establishing the European Economic Interest Grouping (EEIG). This regulation defines the fundamental issues related to the formation and organization of EEIGs, while leaving EU member states the authority to further regulate other matters significant for the functioning of this grouping. The main objective of this regulation is to enable the grouping of business entities to facilitate operations in the large European and global market. The harmonization of business law regulations is carried out based on adopted legal acts.*

**Keywords:** *Business entities, legal entity integration, harmonization, adopted legal acts.*



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