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AgriGREEN

SUSTAINABLE AGRICULTURE
FOR GREENER FUTURE

Session on Scientific Conference SM

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Abstract	The “Two Scientific conference has been realised” is a deliverable within WP4 entitled “Research and panel discussions for policy recommendations” of the AgriGREEN. This report shows realization of the first out of two workshops.
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VERSIONING AND CONTRIBUTION HISTORY

Version	Date	Description	Responsible members
1.0	21/06/2024	Draft - first of two Scientific conference completed	Bojan Matkovski, Danilo Đokić, Žana Jurjević and Radenko Marić
1.1	02/12/2025	Final	Bojan Matkovski, Žana Jurjević and Danilo Đokić



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LIST OF ACRONYMS

WP Work package

AgriGREEN Jean Monnet Centre of Excellence: Sustainable Agriculture for Greener Future

JMCE Jean Monnet Centre of Excellence

UNS University of Novi Sad



INTRODUCTION

As part of its activities, the AgriGREEN project envisages the realisation of **Two Session on Scientific Conference SM**, which aim to encourage research in areas crucial to the Farm to Fork F2F strategy (such as ecology, organic production and innovation) by motivating researchers from different disciplines to cooperate. This session is a part of WP4 Research and panel discussions for policy recommendations of AgriGREEN project.

The Faculty of Economics in Subotica, University of Novi Sad organizes an international scientific conference on strategic management every year. XXIX International Scientific Conference Strategic Management and Decision Support Systems in Strategic Management SM2024 has the aim of promoting and developing high quality research of all aspects of strategic management, especially decision support systems in strategic management. The Conference is a forum for researchers and practitioners to interact, collaborate and develop the field of strategic management. The topic of 2024 year's Conference is "Corporate responsibility and sustainability issues in crisis circumstances". Some of the topics included in SM2024, which are relevant to AgriGREEN project are: Agriculture, Economic Growth and Development, Environmental Economics, Emerging Economies, Energy Economics etc. The conference is comprised of a plenary session, parallel sessions, and panel discussions. All scientific papers are published in the electronic conference proceedings. SM2024 was held in Faculty of Economics in Subotica on **May 17, 2024**.

Due to the political and social events that affected the Republic of Serbia in 2025, i.e. due to the blockades of all Faculties in Serbia, the SM2025 conference was held online, via the Teams platform, on **October 3, 2025**. The topic of this year's Conference is "Supply chain management in the context of business digitalization". Some of the topics included in SM2025, which are relevant to AgriGREEN project are: Agriculture, Economic Growth and Development, Environmental Economics, Emerging Economies, Energy Economics etc. All scientific papers are published in the electronic conference proceedings. The SM2025 conference proceedings, published by the conference organizer, with ISBN and DOI identifiers, with all reviewed papers, which will be submitted for indexing to Conference Proceedings Citation (CPCI) service, a constituent part of Clarivate Analytics' Web of Science.

The structure of the report is as follows: Chapter 2 explains the idea of sessions on SM2024/SM2025 and structure; Chapter 3 explains the realization of session SM2024; Chapter 4 explains the realization of session SM2025; and Chapter 5 explains raising awareness about sessions, while Appendix 1 shows all proofs that all activities are realized.



DESCRIPTION OF SESSIONS ON SCIENTIFIC CONFERENCE SM

The main objective of the AgriGREEN project is to disseminate knowledge about the EU and its policies, with an emphasis on EU agricultural policy and Farm to Fork Strategy and high focus on the concept of agricultural sustainability. One of the ways to achieve that goal is by organizing a scientific meeting, with a special emphasis on promoting research of EU agricultural policy and its impact on sustainable development of Serbia's agri-food sector with special attention on organic production and environmental performances of analysed sector.

The idea is to organize a session within the existing conference SM, which would be closely related to the topic of the project (*Sustainable Agriculture*). The conference is open to all researchers who submit an abstract. The session's theme enables researchers from different disciplines, such as agricultural economics, ecology, agriculture, sociology, law, and philosophy. In the focus of this session on SM was management of the organic food production and Agriculture 4.0. In 2024, as part of the session, 10 scientific papers were presented, and the session brought together over 30 researchers from several different institutions. In 2025, session was held online, 6 scientific papers were presented, and the session brought together 20 researchers from several different institutions.

The purpose of this session is to connect researchers from different institutions and different narrow scientific fields to present papers in the field of Farm to Fork strategy. The session aims to encourage interdisciplinary dialogue on how innovations, sustainable practices, and policy measures can enhance the efficiency and resilience of the agri-food sector in the Republic of Serbia, in line with the main objective of the AgriGREEN project. **The AgriGREEN project team managed to successfully implement two sessions on international scientific conferences in Subotica, with at least 20 participants per session, and more than 40 participants (20 participants per conference, total 40 participants).**



REALISATION OF THE FIRST SESSION ON SCIENTIFIC CONFERENCE SM - 2024

The scientific conference was held on May 17, 2024. The official website of SM2024 is <https://www.ef.uns.ac.rs/sm2024/>.

Important dates of SM2024 were:

- Deadline for submission of full abstracts of up to 500 characters: *18 February 2024*.
- Information on the abstract acceptance: *29 February 2024*.
- Deadline for submission of print-ready papers: *31 March 2024*.
- Deadline for Information on paper acceptance: *22 April 2024*.
- Deadline for registration fee: *30 April 2024*.
- Conference SM2024: *17 – 18 May 2024*.

Picture 1. Official logo of International Scientific Conference Strategic Management and Decision Support Systems in Strategic Management *SM2024*.



AgriGREEN session on SM2024 was held at 11.30 am, and moderator of session was Žana Jurjević, PhD, University of Novi Sad (Faculty of Economics in Subotica), who is team member.

The official agenda of the scientific meeting was delivered to the participants at the beginning of May (Picture 2), and the complete agenda can be viewed in **Annex A**.

At the session of the AgriGREEN project (Session 1 in Agenda), ten scientific papers in the field of sustainable agriculture were presented:

- 1) ASSESSING THE CARBON FOOTPRINT AND CUMULATIVE ENERGY DEMAND OF BIODIESEL PRODUCED FROM RAPESEED OIL IN SERBIA (Ferenc Kiss, Reka Korhec)



- 2) PROFITABILITY DYNAMICS OF FOOD COMPANIES AMIDST COVID-19 CHALLENGES: EVIDENCE FROM SERBIA (Bojana Vuković, Teodora Ilić, Dejan Jakšić, Nedeljko Tica)
- 3) PROFITABILITY DETERMINANTS OF AGRICULTURAL SMES FROM REPUBLIC OF SERBIA (Dragana Novaković, Dragan Milić, Tihomir Novaković, Mirela Tomaš Simin)
- 4) EFFICIENCY ANALYSIS OF AGRICULTURAL PRODUCTION IN THE EUROPEAN UNION (Željana Ivošević, Boris Radovanov, Aleksandra Marcikić Horvat)
- 5) GENERATION Z ATTITUDES TOWARDS ORGANIC FOOD: A REVIEW (Sanja Džever, Dražen Marić, Ksenija Leković, Dunja Kostić)
- 6) APPROACHES TO MEASUREMENT SUSTAINABILITY OF AGRI-FOOD VALUE CHAINS (Sanja Titin, Rade Popović)
- 7) THE GREEN FOOD SUPPLY CHAIN CONCEPT (Marija Jeremić, Bojan Matkovski, Stanislav Zekić)
- 8) STRATEGIC DECISIONS IN LOGISTIC OF SUGAR BEET CAMPAIGN (Dejan Brcanov, Nebojša Gvozdenović)
- 9) THE INFLUENCE OF USING MINERAL FERTILIZERS ON THE OUTPUT IN CROP PRODUCTION: CASE OF THE SOUTH BAČKA DISTRICT (Danilo Đokić, Bojan Matkovski, Žana Jurjević)
- 10) ASSESSING THE SERBIA EU INTEGRATION PROCESS IMPACTS ON KEY AGRICULTURAL MARKET PRODUCTS USING THE AGMEMOD MODEL (David Kranjac, Krunoslav Zmajić, Tihana Sudarić, Jaka Žgajnar, Maja Petrač, Marija Ravlić)



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Picture 2. Official agenda of SM2024



The session attended 20 researchers. Attendance lists are attached in **Annex B**. All presentations of the presented scientific works are given in **Annex C**. Also, all presentations have included AgriGREEN logo.



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Picture 3. Presentation on AgriGREEN session





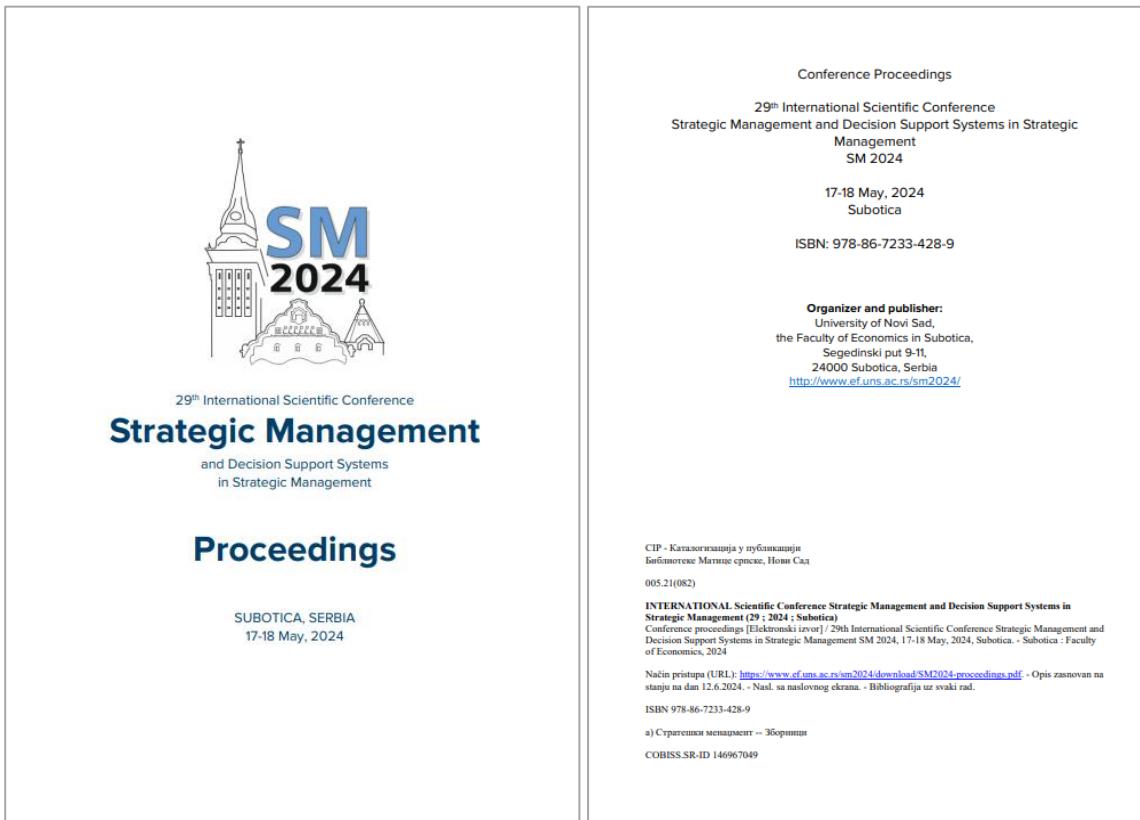
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Additional photos are provided in **Annex D**.

All scientific papers are published in the electronic conference proceedings (Annex E). Also, proceedings could be found at web address: <https://www.ef.uns.ac.rs/sm2024/download/SM2024-proceedings.pdf>.

Picture 4. Online Proceedings



All scientific papers presented at the AgriGREEN session have added acknowledgement:

ACKNOWLEDGEMENT:

**This paper presents a part of the research from the Erasmus + project:
Jean Monnet Centre of Excellence: Sustainable Agriculture for Greener
Future - AgriGREEN (101085183).**



REALISATION OF THE SECOND SESSION ON SCIENTIFIC CONFERENCE SM - 2025

The scientific conference was held online on October 3, 2025. The official website of SM2025 is <https://www.ef.uns.ac.rs/sm2025/>.

Important dates of SM2025 were:

- Deadline for submission of full abstracts of up to 500 characters: 17 February 2025.
- Information on the abstract acceptance: 28 February 2025.
- Deadline for submission of print-ready papers: 15 July 2025.
- Deadline for Information on paper acceptance: 1 September 2025.
- Deadline for registration fee: 15 September 2025.
- Conference SM2025: 3 October 2025.

Picture 5. Official logo of International Scientific Conference Strategic Management and Decision Support Systems in Strategic Management *SM2025*.



AgriGREEN session on SM2025 was held at 11.30 am, and moderator of session was prof. dr. Bojan Matkovski, Faculty of Economics in Subotica, University of Novi Sad, who is team member.

The official agenda of the scientific meeting was delivered to the participants at the end of September (Picture 6), and the complete agenda can be viewed in **Annex A**.



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Picture 6. Official agenda of SM2025



The slide is titled 'Agenda of SM2025' in large, bold, black font. Below the title, the subtitle 'Supply chain management in the context of business digitalization' is displayed in bold, black font. A note in parentheses states '(The conference will be held online)'. The date '03 October 2025' is listed, followed by the '10.00 – 10.10 Opening of the conference' (Aleksandar Čučković - Dean) and a 'Teams Meeting Link >'. The '10.10 – 11.00 Plenary session SM2025' (15 min per article) is listed, with 'Moderator: Viktorija Petrov'. Three scientific papers are listed: 1. Vojislav Milićević, Ana Todorović Spasenić: 'Process management as a determinant of establishing successful supply chain management in the manufacturing sector of the economy.' 2. Tibor Zsigmond, Renáta Machová, Vanessa Bölcsová, Kitti Hajmási: 'The impact of artificial intelligence on the changing work environment based on the views of individuals in Slovakia - a pilot study' 3. Đorđe Čelić, Tanja Džinić, Viktorija Petrov, Zoran Drašković: 'Measuring customer experience quality in banking services in Serbia: validation of the EXQ scale'. The agenda concludes with a '11.00 – 11.30 Break' and '11.30 – 13.00 Parallel sessions' (up to 10 min per article).

Agenda of SM2025

Supply chain management in the context of business digitalization

(The conference will be held online)

03 October 2025

10.00 – 10.10 Opening of the conference (Aleksandar Čučković - Dean)
[Teams Meeting Link >](#)

10.10 – 11.00 Plenary session SM2025 (15 min per article)
(Moderator: Viktorija Petrov)

1. [Vojislav Milićević](#), Ana Todorović Spasenić: **Process management as a determinant of establishing successful supply chain management in the manufacturing sector of the economy.**
2. [Tibor Zsigmond](#), Renáta Machová, Vanessa Bölcsová, Kitti Hajmási: **The impact of artificial intelligence on the changing work environment based on the views of individuals in Slovakia - a pilot study**
3. [Đorđe Čelić](#), Tanja Džinić, [Viktorija Petrov](#), Zoran Drašković: **Measuring customer experience quality in banking services in Serbia: validation of the EXQ scale**

11.00 – 11.30 Break

11.30 – 13.00 Parallel sessions (up to 10 min per article)

At the session of the AgriGREEN project (Session 5 in Agenda), six scientific papers in the field of sustainable agriculture were presented:

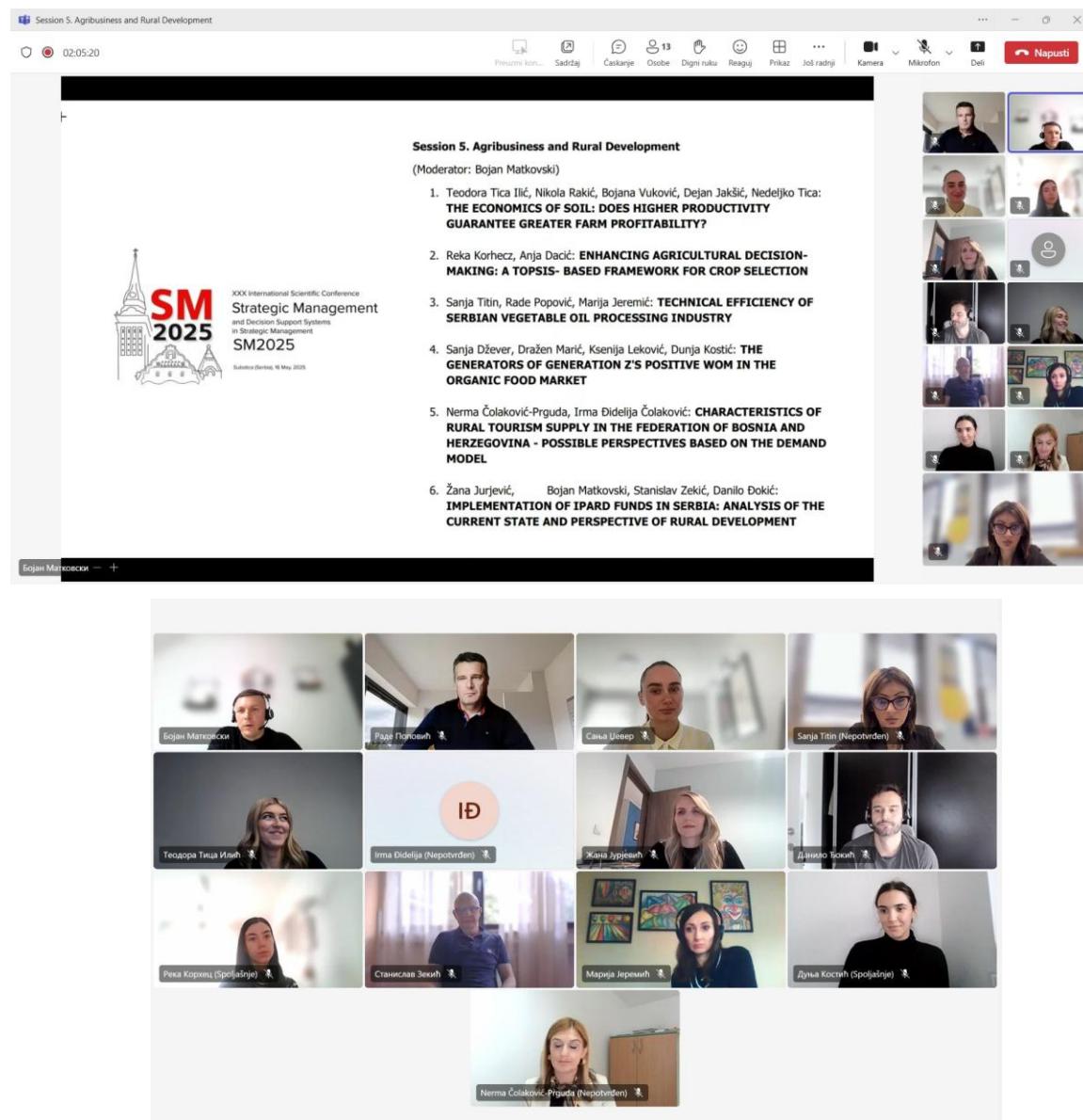
1. THE ECONOMICS OF SOIL: DOES HIGHER PRODUCTIVITY GUARANTEE GREATER FARM PROFITABILITY? (Teodora Tica Ilić, Nikola Rakić, Bojana Vuković, Dejan Jakšić, Nedeljko Tica)
2. ENHANCING AGRICULTURAL DECISION-MAKING: A TOPSIS-BASED FRAMEWORK FOR CROP SELECTION (Reka Korhecz, Anja Dacić)
3. TECHNICAL EFFICIENCY OF SERBIAN VEGETABLE OIL PROCESSING INDUSTRY (Sanja Titin, Rade Popović, Marija Jeremić)
4. THE GENERATORS OF GENERATION Z'S POSITIVE WOM IN THE ORGANIC FOOD MARKET (Sanja Džever, Dražen Marić, Ksenija Leković, Dunja Kostić)



5. CHARACTERISTICS OF RURAL TOURISM SUPPLY IN THE FEDERATION OF BOSNIA AND HERZEGOVINA - POSSIBLE PERSPECTIVES BASED ON THE DEMAND MODEL (Nerma Čolaković-Prguda, Irma Đidelija Čolaković)
6. IMPLEMENTATION OF IPARD FUNDS IN SERBIA: ANALYSIS OF THE CURRENT STATE AND PERSPECTIVE OF RURAL DEVELOPMENT (Žana Jurjević, Bojan Matkovski, Stanislav Zekić, Danilo Đokić)

The session attended 20 researchers. Photos of the presentations are available in **Annex D**.

Picture 7. Presentation on AgriGREEN session



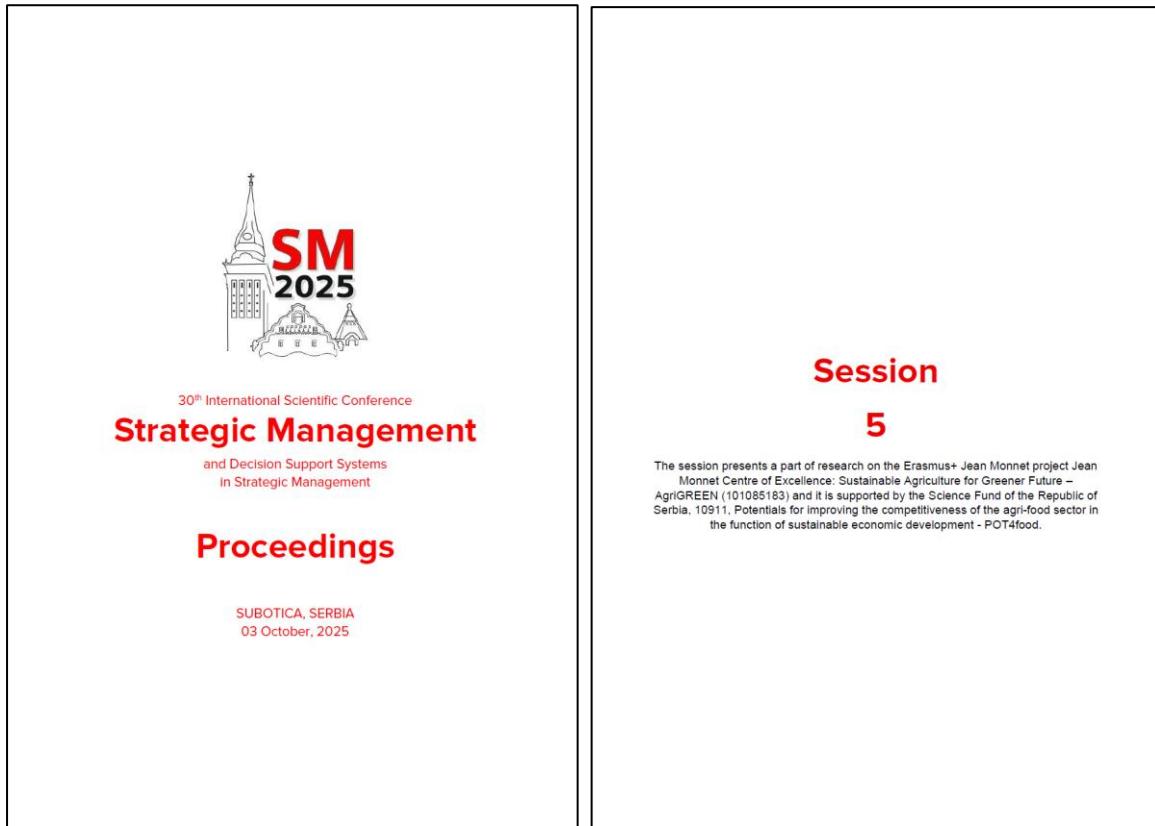
All scientific papers are published in the electronic conference proceedings ([Annex E](#)). Also, proceedings could be found at web address: <https://www.ef.uns.ac.rs/sm2025/>



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Picture 8. Online Proceedings



The AgriGREEN session have added acknowledgement:

ACKNOWLEDGEMENT:

The session presents a part of research on the Erasmus+ Jean Monnet project Jean Monnet Centre of Excellence: Sustainable Agriculture for Greener Future – AgriGREEN (101085183).



RAISING AWARENESS ABOUT SESSION ON SCIENTIFIC CONFERENCE SM

Visibility of the SM2024 and SM2025, and AgriGREEN session, is achieved through:

- Website of the project.
- Website of the Faculty of Economics.
- Social media of AGRO (Instagram and Facebook).
- Social media of Faculty of Economics (Instagram).

Also, all activities have been intensively promoted via project Instagram account (agro_efsu) as well as Instagram account of the Faculty of Economics (ekonomski_fakultet_subotica). Based on number of followers of these two accounts, ITC activities have been visible approximately to 5.500 people.

Picture 9. An example of a post on Instagram of the Faculty of Economics on the day of the scientific conference in 2024.





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Picture 10. An example of a post on Instagram of the POT4food about the scientific conference in 2025.

