

E-hrm and the application of ai for globalization and sustainable development

Andrić, Berislav; Balakrishnan, Bajeeesh; Parivara, Swetha Appaji

Source / Izvornik: **Proceedings of 13th International Scientific Conference Employment, Education and Entrepreneurship, 2024, 98 - 107**

Conference paper / Rad u zborniku

Publication status / Verzija rada: **Published version / Objavljena verzija rada (izdavačev PDF)**

<https://doi.org/10.5937/EEE24008A>

Permanent link / Trajna poveznica: <https://um.nsk.hr/um:nbn:hr:277:514376>

Rights / Prava: [In copyright](#)/[Zaštićeno autorskim pravom.](#)

Download date / Datum preuzimanja: **2024-12-27**



Repository / Repozitorij:

[FTRR Repository - Repository of Faculty Tourism and Rural Development Požega](#)





EMPLOYMENT, EDUCATION AND
ENTREPRENEURSHIP
October 25, 2024 - Belgrade, Serbia





Conference Proceedings

CIP - Каталогизација у публикацији
Народна библиотека Србије, Београд

330.1(082)

37(082)

331(082)

INTERNATIONAL Scientific Conference Employment, Education and
Entrepreneurship (13 ; 2024 ; Beograd)

Conference proceedings / 13th International Scientific Conference
Employment, Education and Entrepreneurship, October 25, 2024
Belgrade ;

[organize Faculty of Business Economics and Entrepreneurship ... [et
al.] ; editors Vlado Radić, Marisennayya Senapathy, Brahmi Mohsen]. -
Belgrade : Faculty of Business Economics and Entrepreneurship, 2024
(Valjevo : Valjevoprint). - 948 str. ; 30 cm

Tiraž 100. - Str. 23-25: Preface / editors. - Bibliografija uz svaki
rad.

ISBN 978-86-6069-225-4

а) Економија -- Зборници б) Образовање --
Зборници в) Запошљавање -- Зборници

COBISS.SR-ID 159370249



Conference Proceedings

THEMATIC PROCEEDINGS

Publisher:

Faculty of Business Economics and Entrepreneurship, Belgrade, Serbia

Editors:

Vlado Radić, Marisennayya Senapathy, Brahmi Mohsen

Reviewers:

Dragan Momirović, Faculty of Business Economics and Entrepreneurship, Belgrade, Serbia

Mirjana Radović Marković, University Business Academy, Novi Sad, Serbia

Vlado Radić, Faculty of Business Economics and Entrepreneurship, Belgrade, Serbia

Radovan Pejanović, University of Novi Sad, Serbia

Zakia Benhida, Hasan II University, Casablansa, Morocco

Vitaliy Serzhanov, Uzhorod National University, Ukraine

Nano Ruzin, Faculty of Business Economics, Skopje, North Macedonia

Zoltan Peredy, Edutus Univerist, Tatabanya, Hungary

Mohamad Fadl Harake, University of Poitiers, France

Bufeldja Ghat, University Oran 2, Algeria

Annamaria Nesse, University of Salerno, Italy

Brahmi Mohsen, University of Sfax, Tunisia

Marisennayya Senapathy, Wolaita Sodo University, Ethiopia

Vladimir Zhechev, University of Economics, Varna, Bulgaria

Hakan Kirbas, Bucak University of Business Administration, Burdur, Turkiye

Imani Silver Kyaruzi, QAHE-University of Ulster, United Kingdom

Aidin Salamzadeh, University of Tehran, Iran

Aleksandra Tošović Stevanović, Institute of International Politics and Economics, Serbia

Anđelka Aničić, Faculty of Business Economics and Entrepreneurship, Belgrade, Serbia

Dragan Cvetković, Faculty of Business Economics and Entrepreneurship, Belgrade, Serbia

Marija Marković Blagojević, Singidunum University, Belgrade, Serbia

Aleksandra Jovanović, Faculty of Business Economics and Entrepreneurship, Belgrade, Serbia

Slobodan Jovanović, Faculty of Business Economics and Entrepreneurship, Belgrade, Serbia

Slavoljub Šljivić, Business School of Vocational Studies "Prof. dr Radomir Bojković", Kruševac, Serbia,

13th International Scientific Conference "Employment, Education and Entrepreneurship"



Conference Proceedings

Faculty of Business Economics and Entrepreneurship, Belgrade, Serbia
vspep.edu.rs

Business School of Vocational Studies "Prof. dr Radomir Bojković", Kruševac, Serbia,
www.indmanager.edu.rs

Stanislav Staszic State University of Applied Sciences, Pila, Poland
www.pesz.pila.pl

Faculty of Philosophy, "St. Kliment Ohridski" University of Sofia, Sofia, Bulgaria,
www.phls.uni-sofia.bg

International College of Interdisciplinary Studies, USA,
www.americanschoolofgenealogy.com

Faculty of Entrepreneurship, University of Tehran, Iran
www.ut.ac.ir

Edutus University, Hungary
www.edutus.hu

Institute for Economic Research at the Bulgarian Academy of Sciences, Sofia, Bulgaria,
www.iki.bas.bg

Belgrade Banknig Academy, Belgrade, Serbia
www.bba.edu.rs

Jointly organize

Thirteenth International Scientific Conference

EMPLOYMENT, EDUCATION AND ENTREPRENEURSHIP (EEE2024)

Belgrade, Serbia, October 25, 2024



Conference Proceedings

SCIENTIFIC COMMITTEE OF THE CONFERENCE

Academician Mirjana Radović Marković, PhD
President of the Scientific Committee

University Business Academy, Novi Sad, Serbia

Academician Vlado Radić, PhD

Vice President of the Scientific Conference

Faculty of Business Economics and Entrepreneurship, Belgrade, Serbia

Imani Silver Kyaruzi PhD

QAHE-University of Ulster, United Kingdom

Hasan Hanić, PhD

Belgrade Banking Academy, Belgrade, Serbia

Ayinla Omolaja Muhammed, PhD

International College of Management and Technology, Nigeria

Emine Demiray, PhD

Anadolia University, Turkey

Radojko Lukić, PhD

Faculty of Economics, University of Belgrade, Serbia

Balazs Laki, PhD

Eduus University, Budapest, Hungary

Snezhana Ilieva, PhD

University "St. Kliment Ohridski", Sofia, Bulgaria

Boufeldja Ghat, PhD

Faculty of Social Sciences Oran University, Oran, Algeria

Gabriel Kabanda, PhD

University of Zimbabwe, Harare, vice president of Zimbabwe Academy of Sciences

Shaik Azahar Shaik Hussain, PhD

University of Malaysia Sarawak, Malaysia

Dikabo Mogopodi, PhD

University of Agriculture and Natural Resources, Gaborone, Botswana

Mohammad Reza Zali, PhD

Faculty of Entrepreneurship, University of Tehran, Iran

Eduard Stioca, PhD

Faculty of Economic Sciences, Lucian Blaga University of Sibiu, Sibiu, Romania

Yogesh Mahajan, PhD

Symbiosis International University, Pune, India



Conference Proceedings

Md. Shajahan Kabir, PhD

Bangladesh Agriculture University, Mymensingh, Bangladesh

Justus Munyoki, PhD

University of Nairobi, Kenya

Florence Muindi, PhD

University of Nairobi, Kenya

Serzhanov Vitalij Viktorovych, PhD

Faculty of Economics, Uzhhorod National University, Ukraine

Kemal Yildirim, PhD

Beyt Nahrin The Mesopotamian Academy of Sciences and Art, Istanbul, Turkey

Salah Koubaa, PhD

University Hasan II of Casablanca, Morocco

Fadil Mušinić, PhD

B2 Higher Vocational College, Ljubljana, Slovenia

Janez Kolar, PhD

Faculty of Advanced Social Studies, Nova Gorica, Slovenia

Sandra Đurović, PhD

Faculty of Business Economics and Law, University Adriatic, Bar, Montenegro

Nano Ružin, PhD

Faculty of Business and Economics, Skoplje, North Macedonia

Jan Polcyn PhD

Stanisław Staszic State University of Applied Sciences, Piła, Poland

Gabrijela Popovic, PhD

University Business Academy in Novi Sad, Serbia

Vera Karadjova, PhD

Faculty of Tourism and Hospitality, Ohrid, Republic of North Macedonia

Volodymyr Andryshyn, PhD

Faculty of Economics, Uzhhorod National University, Ukraine

Aidin Salamzadeh, PhD

Faculty of Entrepreneurship, University of Tehran, Iran

Eugen Popescu, PhD

Lucian Blaga University of Sibiu, Sibiu, Romania

Brahmi Mohsen, PhD

Faculty FEM Sfax University, Sfax, Tunisia

Elena Shustova, PhD

Kazakh Humanitarian Law Innovative University, Kazakhstan



Conference Proceedings

Christo Kaftandjiev, PhD,

University "St. Kliment Ohridski", Sofia, Bulgaria

Marija Marković Blagojević, PhD

Singidunum University, Belgrade, Serbia

Marija Čukanović Karavidić, PhD

Ministry of Education, Science and Technological Development, Belgrade, Serbia

Maja Cogoljević, PhD

Faculty of Business Economics and Entrepreneurship, Belgrade, Serbia

Dragana Vojteški – Kljenak, PhD

Faculty of Business Economics and Entrepreneurship, Belgrade, Serbia

Miljana Barjaktarović, PhD

Faculty of Business Economics and Entrepreneurship, Belgrade, Serbia

Slavoljub Šljivić, PhD

Business College of Applied Studies „Prof. dr Radomir Bojković“, Kruševac, Serbia

Gordana Gavrić, PhD

Faculty of Business Economics and Entrepreneurship, Belgrade, Serbia

Aleksandra Tošović Stevanović, PhD

Institut za međunarodnu politiku i privredu, Beograd, Serbia

Slobodan Jovanović, PhD

Faculty of Business Economics and Entrepreneurship, Belgrade, Serbia

Aleksandra Jovanović, PhD

Faculty of Business Economics and Entrepreneurship, Belgrade, Serbia



Conference Proceedings

ORGANIZING COMMITTEE

Vladan Cogoljević, PhD

President of the Organisation Committee

Faculty of Business Economics and Entrepreneurship, Belgrade, Serbia

Dušan Cogoljević, PhD

Faculty of Business Economics and Entrepreneurship, Belgrade, Serbia

Nikola Radić, PhD

Faculty of Business Economics and Entrepreneurship, Belgrade, Serbia

Jovan Petronijević, PhD

Faculty of Business Economics and Entrepreneurship, Belgrade, Serbia

Katarina Njegić, PhD

Faculty of Business Economics and Entrepreneurship, Belgrade, Serbia

Jelena Vlajnić, PhD

Faculty of Business Economics and Entrepreneurship, Belgrade, Serbia

Maja Sekulić

Faculty of Business Economics and Entrepreneurship, Belgrade, Serbia

Katarina Stojić

Faculty of Business Economics and Entrepreneurship, Belgrade, Serbia

Tijana Jovičić

Faculty of Business Economics and Entrepreneurship, Belgrade, Serbia



Conference Proceedings

CONTENT

INDEX OF AUTHORS	20
PREFACE.....	23
ROUND TABLE: A REVIEW.....	26
OPENNESS, BUSINESS ENVIRONMENT AND ENTREPRENEURIAL PERFORMANCE IN LARGE ECONOMIES: EVIDENCE FROM CHINA.....	29
Ouyang Yao Li Jun Xie Chi	
CHINA'S ROLE FOR INVESTMENTS AND SUPPORT ENTREPRENEURSHIP IN SELECTED BRI COUNTRIES IN ASIA	37
Mirjana Radović Marković Muhammad Shoaib Farooq Kemal Yildirim	
CHALLENGES OF SUSTAINABLE DEVELOPMENT AND COMPETITIVENESS OF AGRICULTURAL	44
Aleksandra Tošović Stevanović Sebastian Stepien Jan Polcyn	
INVESTIGATING THE EFFECTS OF MACROECONOMIC INDICATORS ON STOCK RETURN: AN ANALYSIS ON BORSA ISTANBUL 100 INDEX	53
Hakan Kirbaş Gizem Kirbaş	
LEADERSHIP PARADIGMS IN ADVANCING CIRCULAR ECONOMY INITIATIVES: A COMPREHENSIVE LITERATURE REVIEW.....	70
Denisa Abrudan Andrea Adam-Weisner Cristina Nagy	
STRATEGY OF INFLUENCE AND LOBBYING OF SMALL AND MEDIUM-SIZE ENTERPRISES	78
Aleksandar Ružin	
THE GREEN BONDS MARKET AS A FUNCTION OF IMPROVING SUSTAINABILITY.....	88
Ana Anufrijević Jugoslav Aničić Dušan Aničić	



Conference Proceedings

E-HRM AND THE APPLICATION OF ARTIFICIAL INTELLIGENCE FOR GLOBALIZATION AND SUSTAINABLE DEVELOPMENT.....	98
Berislav Andrić Bajeesh Balakrishnan Swetha Appaji Parivara	
THE IMPACT OF DIGITALIZATION ON THE DEVELOPMENT OF INSURANCE SALES CHANNELS.....	108
Anđelka Aničić	
THE AUSTRALIAN IMMIGRATION LAW IN A PUBLIC EMERGENCY: THE INFAMOUS DJOKOVIC CASE.....	115
Živorad Rašević	
PROBLEMS OF BLOCKCHAIN TECHNOLOGY IMPLEMENTATION IN BUSINESS SYSTEMS	122
Jelena Bačević Vojkan Vasković Petar Kočović	
THE ROLE OF FINANCIAL CONTROL AND MANAGEMENT IN THE PUBLIC SECTOR IN REPUBLIC OF SRPSKA	134
Branka Savić	
EFFICIENT MARKETING COMMUNICATIONS OF ENTREPRENEURSHIP, SHAPED BY THE SEMIOTICS	142
Cristo Kaftandjiev Dušan Marković Linjie Chou	
FORENSIC ACCOUNTING – THE RESPONSE OF THE ACCOUNTING PROFESSION TO THE FALSIFICATION OF FINANCIAL STATEMENTS	151
Dragan Cvetković Sunčica Stanković Stefan Zimonjić	
LEADERSHIP SKILLS ASSESSMENT IN TECHNICAL-VOCATIONAL INSTITUTION MANAGEMENT	162
David Edward G. Jimenez	
STRATEGY OF ENTREPRENEURIAL LEARNING – LEGAL FRAMEWORK OF THE EUROPEAN UNION AND THE REPUBLIC OF SERBIA.....	172
Edita Kastratović Milan Dragić Milica Kastratović	



Conference Proceedings

THE INFLUENCE OF DIGITAL MARKETING STRATEGIES ON PERFORMANCE OF SMALL AND MEDIUM-SIZED AGRIBUSINESSES IN NAIROBI COUNTY, KENYA	182
Eric Bosire Yustus Munyoki	
DETERMINANTS OF WHEAT COMMERCIALIZATION IN DAMOT GALE DISTRICT OF WOLAITA ZONE	192
Atile Amanuel Fanta Workneh Sorsa Zamach Limani Belete Anna Cristina Brisola Brentha Murugan	
CONSTRAINTS OF APPLYING TRANSFERRED HRM TO DEVELOPING COUNTRIES: THE CASE OF ALGERIA	208
Boufeldja Ghiat	
DIGITAL GLOBALIZATION AND ITS IMPACT ON EDUCATION AND THE LABOUR MARKET	220
Gordana Gavrić Ines Dobrilović Fadil Mušinović	
ENTREPRENEURSHIP FOR NEOLIBERAL PEACEBUILDING: THE IMPACT OF PUBLIC POLICY DRAFTED BY INTERNATIONAL ORGANIZATIONS IN POST-CONFLICT COUNTRIES	227
Mohamad Fadl Haraké Jean Michel Viola Phillip Cartwright	
UNIQUE DESTINATIONS IN KENYA: THE NEW FACE TOURISM ENTREPRENEURSHIP IN KENYA	237
Waithaka N Iraki	
INFLUENCE OF OWNERSHIP STRUCTURE ON SUSTAINABILITY DISCLOSURE OF BREWERY FIRMS IN NIGERIA	249
Marley Osayande Iyamu Rosemary Obiageri Obasi Marisennayya Senapathy	
REFLECTION ON THE GENERATION DIVIDE THROUGH THE PRISM OF SOCIAL FIELDS THEORY	261
Janez Kolar	



Conference Proceedings

STRATEGIC MANAGEMENT PRACTICES FOR VALUE CHAIN OPTIMIZATION IN THE CIRCULAR ECONOMY	268
Janiffer Nyarangi Nyang'au Jackson Kivui Maalu	
NAVIGATION OF MULTIDIMENSIONAL AND DIGITAL EDUCATION STRATEGIES	279
Jayarama Reddy Alemayehu Asale Almaz Balta Thangamayan Sudhanthiran, Simuzar Mammadova Sultan	
EXPORT PERFORMANCE IN INTERNATIONAL BUSINESS	288
Jelena Vapa Tankosić Bojan Vapa	
EMPLOYEE MOTIVATION AND THE ROLE OF MANAGERS: A CASE STUDY OF A CROATIAN FINANCIAL CONSULTING COMPANY	297
Josipa Pleša Renata Čupić	
WOMEN'S EMPOWERMENT THROUGH AGRICULTURAL ENTREPRENEURSHIP: THE CASE IN MYMENSINGH DISTRICT	309
Shajahan Kabir Khorshed Jahan	
FACTORS INFLUENCING TOTAL CREDIT ISSUANCE TO INDIVIDUALS: THE ROLE OF ECONOMIC INDICATORS AND COST OF LIVING	320
Vera Karadjova Aleksandar Trajkov Danijela Miloshoska	
THE IMPACT OF ENTERPRENEURIAL ORIENTATION ON THE ENHANCEMENT OF LEADERSHIP SKILLS	336
Nina Kuburović Bojana Ostojić	
FACTORS INFLUENCING THE ETHICAL AND LEGAL CHARACTER OF DIGITAL MARKETING	343
Biljana Knežević Marija Bešlin Feruh Maja Cogoljević	



Conference Proceedings

E-COMMERCE ADOPTION AND ITS EFFECTS ON THE OPERATIONAL PERFORMANCE OF MSMEs	353
Dharumaraj Kumar Musthafa Abubaker	
DETERMINANTS OF RURAL TOURISM DEVELOPMENT: A BIBLIOMETRIC REVIEW	362
Sergii Iaromenko Łukasz Kryszak	
IMPACT OF DIGITALIZATION ON THE INSURANCE INDUSTRY IN SERBIA	375
Marija Lukić Tatjana Piljan Aleksandra Golubović Stojanović	
ANTCEDENTS OF LEADERSHIP CONDUCT IN WOMEN ENTREPRENEURSHIP: DOES THANK GOD IT'S MONDAY (TGIM) ATTITUDE A GAME CHANGER?	384
Yogesh Mahajan Ashutosh Gadekar Shilpa Kankonkar Manohar Kapse Vinod Sharma	
CURRENT STATE AND PERSPECTIVES OF DIGITAL MARKETING IN THE ERA OF ARTIFICIAL INTELLIGENCE	396
Maja Cogoljević Katarina Njegić Vladan Cogoljević	
THE IMPACT OF AI AND CHAT GPT ON EDUCATION AND THE ROLE OF THE TEACHER	404
Marija Marković Blagojević Danijela Simonović Ana Milenković Anđelković	
SOCIOLOGICAL CLASSICS IN THE MODERN AGE	415
Marijana Mitrović Marija Gojković	
THE CONCEPT OF FINANCIAL MANAGEMENT IN THE COMPANY	422
Milica Cvetković Vladimir Đorđević Raica Milićević	



Conference Proceedings

THE ROLE OF THE ACTUARY IN RISK MANAGEMENT: HOW ACTUARIAL SCIENCE CONTRIBUTES TO THE PRECISE ASSESSMENT OF RISKS AND INSURANCE PREMIUMS.....	430
Marija Lukić Tatjana Piljan Aleksandra Golubović Stojanović	
LEGAL ISSUES REGARDING CREDIT IN THE JUDICIAL PRACTICE OF BALKAN COUNTRIES.....	439
Milica Miloradović Nevenka Vojvodić Miljković Sofija Radulović	
ANALYSIS OF THE PERFORMANCE OF INVESTMENT FUNDS IN SERBIA DURING TIMES OF UNCERTAINTY	446
Miloš Roganović Djordje Vidicki	
SPECIFICS OF ARTIFICIAL INTELLIGENCE IN THE BANKING INDUSTRY.....	454
Miljana Barjaktarović Jugoslav Aničić	
THINKING FAST AND GLOBAL: THE ROLE OF HEURISTICS IN INTERNATIONAL SME DECISION-MAKING.....	465
Mouad Lahjiri Zakia Benhida	
MAPPING THE LANDSCAPE OF RESEARCH ON SUSTAINABLE AND INNOVATIVE SOLUTIONS FOR FOOD WASTE MANAGEMENT: A BIBLIOMETRIC ANALYSIS.....	474
Brentha Murugan Hani Kartini Agustar Nurul 'Ain Ab. Jalil Balta Almaz Muhammed Ali Shaikh Abdul Kader Abdul Hameed	
BRIDGING THE GAP–UNDERSTANDING DEMOGRAPHIC DISPARITIES IN IN CONSUMER CREDIT ADOPTION: THE CASE FOR BUY NOW PAY LATER	493
Naomy Simiyu Santhosh Kumar S. Marisennayya Senapathy Regina Babu	



Conference Proceedings

THE SOCIAL RIGHTS OF WORKERS IN SOCIAL EUROPE WITH A REVIEW IN NORTH MACEDONIA	505
Nano Ružin	
DETERMINANTS OF THE SAVING HABITS OF WOMEN EMPLOYEES IN ETHIOPIA: A CASE OF THE WOLAITA ZONE, SOUTHERN REGION	516
Negalign Negatu Frew Moges Beverly Dawn Metcalfe Tekle Leza Yishak Gecho Marisennayya Senapathy	
SOCIOECONOMIC STATUS, ETHNIC GAPS AND DISCRIMINATORY BEHAVIOUR IN THE LABOUR MARKET: THE EUROPEAN REGIONS HETEROGENEITY	539
Annamaria Nese Brahmi Mohsen	
SUPPORT FOR ENTREPRENEURIAL PROCESS.....	553
Zorana Nikitović Goran Lapčević Milan Krstić	
ARTIFICIAL INTELLIGENCE AND ECONOMY.....	564
Nikola Radić Milan Gavrilović Djordje Mihailović	
THE IMPACT OF DIGITAL EDUCATION ON THE SUCCESS OF ENTREPRENEURSHIP: EXPLORING THE INTERPLAY BETWEEN ONLINE LEARNING, DIGITAL SELF-EFFICACY, AND ENTREPRENEURIAL INTENTION IN THE DIGITAL ECONOMYS.....	575
Niranjala Tennakoon Sofija Radulović Imani Silver Kyaruzi	
SMART AND REGENERATIVE AGRICULTURE IN THE FUNCTION OF AGRICULTURAL ENTREPRENEURSHIP	593
Vladimir Pejanović Milan Radaković Gordana Radović	
START-UP ECO SYSTEM IN SERBIA	604
Siniša Pekevski	



Conference Proceedings

GEN Z AND WORK HABITS – LITERATURE RESEARCH AMONG CROATIAN STUDENTS	612
Ivana Brkljača Etienne Šajn	
ANALYSIS OF PUBLIC DEBT DYNAMICS OF THE REPUBLIC OF SERBIA IN THE PERIOD 2012-2023.....	621
Jovan Petronijević Nikolina Dimitrov Tamara Đalić	
BELT AND ROAD INITIATIVE IN SERBIA: AN IMPACT ON ENTREPRENEURSHIP DEVELOPMENT	628
Mirjana Radović Marković Miloš Vučeković	
EVOLUTION OF THE LEGAL STATUS OF WOMEN IN CONTRACTUAL RELATIOBS: FROM DISCRIMINATIONS TO EQUALITY IN BUSINESS	637
Snežana Plavšić Prelević Živorad Rašević	
LEGAL AND ETHICAL ASPECTS OF BUSINESS WITH A VIEW TO THE ISSUE OF LANGUAGE	648
Vladimir Radulović Zoran Radulović Vesna Cogoljević	
PERSONS WITH DISABILITIES IN THE LABOR MARKET IN THE REPUBLIC OF SERBIA	658
Nevena Canković	
EMPOWERING SYRIAN REFUGEE WOMEN IN TURKIYE: ECONOMIC AND SOCIAL INTEGRATION THROUGH KITCHEN COLLECTIVES.....	666
Rojda Şükran Karaş	
DIGITAL REVOLUTION AND CHALLENGES FOR EUROPEAN LEGISLATION	677
Sanja Gongeta	
EFFECTIVENESS OF ALTERNATIVE MECHANISMS FOR FINANCIAL SUPPORT OF PROMISING TECHNOLOGIES.....	686
Vitaliy Serzhanov Fedir Abramov Volodomyr Andryshyn	



Conference Proceedings

QUALITY SYSTEM MANAGEMENT FOR ACHIEVING BUSINESS EXCELLENCE	695
Slađana Živanović Nikola Abramović	
SPECIFICITIES OF CONCERT CANCELLATION INSURANCE	702
Slobodan Jovanović	
THE CONVENTION ON THE RIGHTS OF THE CHILD: SUCCESSES AND GAPS IN REDUCING CHILD LABOR AND RIGHT VIOLATIONS.....	710
Snežana Plavšić Prelević	
URBAN AI STRATEGIES BASED ON THE ECONOMIC IMPACTS OF SMART CITIES.....	719
Katarina Stojanović Snežana Cico Radovan Pejanović	
ECONOMIC EDUCATION IN PRACTICE.....	726
Svetlana Milošević	
ASSESSING CUSTOMER LOYALTY IN A SHOPPING CENTER WITH ONE-WAY ANOVA APPROACH.....	734
Marko Šostar Elenica Pjero Verica Budimir	
DIRECT DEMOCRACY AND SOCIAL NETWORKS – PERSPECTIVES FOR ELECTIONS FOR EUROPEAN PARLIAMENT	747
Aleksandar Marković Jelena Vlajnić Djordje Spasojević	
INTENSITY AND PROSPECT OF SMALLHODERS' POTATO COMMERCIALIZATION IN SOUTHERN ETHIOPIA: EVIDENCE FROM GOMO ZONE	757
Masresha Tadesse Sisay Belay Moges Cholo Marisennayya Senapathy	



Conference Proceedings

MEDIATING EFFECTS OF FID INFLOES ON CARBON DIOXIDE EMISSIONS: EVIDENCE FROM INDIA	773
Prajukta Tripathy Baiju Pallayil Bikash Ranjan Mishra Brahmi Mohsen	
INEQUALITIES THROUGHOUT HISTORY IN THEORY AND PRACTICE: THE EXAMPLE OF SERBIA	808
Vladan Cogoljević Aidin Salamzadeh Milan Beslać	
COMPARATIVE ANALYSIS OF TRADE PERFORMANCE INDICATORS OF THE EUROPEAN UNION AND SERBIA BASED ON DIBRA AND CODAS METHODS	818
Dragana Vojteški-Kljenak Radojko Lukić	
TRENDS IN FOREIGN TRADE OF SERBIA: A CASE STUDY OF AGRICULTURAL PRODUCTS.....	834
Slađana Vujičić Miroslav Nedeljković Milivoje Ćosić	
AN OVERVIEW OF VIRAL MARKETING	841
Vladimir Zhechev Maria-Yoana Gercheva	
AZERBAIJAN IN THE TURKIC WORLD.....	854
Zoltán Eperjesi	
HUNGARIAN AND SERBIAN COMPANIES ESG PRACTICES AS MARKET COMPETITIVENESS TOOL FOR WESTERN BALKAN COUNTRIES.....	864
Zoltán Peredy Balázs Laki	
SUSTAINABILITY OF THE DEVELOPMENT OF THE MEDICAL SYSTEM IN SERBIA	878
Žaklina Nikolić Ilić Mila Knežević	



Conference Proceedings

IMPACT OF ARTIFICIAL INTELLIGENCE ON JOBS FROM 2024-2030.....	889
Vlado Radić Nikola Radić Marija Marković Blagojević	
LOAN CONTRACT (ROMAN MUTUUM) – LEGAL RULES PRE AND AFTER THE SERBIAN CIVIL CODE FROM 1844. AND THE CRIMINAL CODE FROM 1929	898
Aleksandra Jovanović Aneta Atanasovska Cvetković	
ENTREPRENEURIAL WELL-BEING: CASE STUDY OF MOROCCO AND SERBIA	910
Aleksandra Tošović Stevanović Salah Koubaa	
DEPENDENCE ON TECHNOLOGY AND MARKET MANIPULATION AS POTENTIAL RISKS OF USING ARTIFICIAL INTELLIGENCE	916
IN FINANCE Jovan Petronijević Nikola Radić Milan Gavrilović	
GLOBALIZATION OF ECONOMIC FLOWS, THE CONCEPT OF THE SUPPLY CHAIN AND THE CONCEPT OF THE CORPORATION	930
Miodrag Cvetković	
COMPARING FRAUD CASES IN NIGERIAN AND US BANKS: LESSONS FOR PREVENTION AND REGULATION	941
Omoyemi Perpetual Itua Rosemary Obiageri Obasi Daniel Daniel Monday Alemayehu Asale Tagesse Abo	



Conference Proceedings

INDEX OF AUTHORS

A

Aidin Salamzadeh, 808
Aleksandar Marković, 747
Aleksandar Trajkov, 320
Aleksandar Ružin, 78
Aleksandra Golubović Stojanović, 375, 430
Aleksandra Jovanović, 898
Aleksandra Tošović Stevanović, 44, 910
Alemayehu Asale, 279, 941
Almaz Balta, 279
Ana Anufrijević, 88
Ana Milenković Anđelković, 404
Anna Cristina Brisola, 192
Annamaria Nese, 539
Andrea Adam-Weisner, 70
Aneta Atanasovska Cvetković, 898
Anđelka Aničić, 108
Ashutosh Gadekar, 384
Atile Amanuel, 192

B

Baiju Pallayil, 773
Bajesh Balakrishnan, 98
Balazs Laki, 864
Balta Almaz, 279, 474
Berislav Andrić, 98
Beverly Dawn Metcalfe, 516
Bikash Ranjan Mishra, 773
Biljana Knežević, 343
Bojan Vapa, 288
Bojana Ostojić, 336
Boutfeldja Ghiat, 208
Brahmi Mohsen, 539, 773
Branka Savić, 134
Brentha Murugan, 192, 474

C

Cristina Nagy, 70
Cristo Kaftandjiev, 142

D

Daniel Daniel Monday, 941
Danijela Miloshoska, 320
Danijela Simonović, 404
David Edward Jimenez, 162
Denisa Abrudan, 70
Dharumaraj Kumar, 353
Djordje Mihailović, 564
Djordje Spasojević, 747

Djordje Vidicki, 446
Dragan Cvetković, 151
Dragana Vojteški Kljenak, 818
Dušan Aničić, 88
Dušan Marković, 142

E

Edita Kastratović, 172
Elenica Pjero, 734
Eric Bosire, 182
Etienne Šajn, 612

F

Fadil Mušinović, 220
Fanta Workneh, 192
Fedir Abramov, 686
Frew Moges, 516

G

Gizem Kirbaş, 53
Goran Lapčević, 553
Gordana Gavrić, 220
Gordana Radović, 593

H

Hakan Kirbaş, 53
Hani Kartini Agustar, 474

I

Ines Dobrilović, 220
Imani Silver Kyaruzi, 575
Ivana Brkljača, 612

J

Jackson Kivui Maalu, 268
Jan Polcyn, 44
Janez Kolar, 261
Janifer Nyarandi Nyang'au, 268
Jayarama Reddy, 279
Jean Michel Viola, 227
Jelena Bačević, 122
Jelena Vapa Tankosić, 288
Jelena Vlačić, 747
Josipa Pleša, 297
Jovan Petronijević, 621, 916
Jugoslav Aničić, 88, 454

K

Khorshed Jahan, 309



Conference Proceedings

Katarina Njegić, 396
Katarina Stojanović, 719
Kemal Yildirim, 37

L

Li Jun, 29
Linjie Chou, 142
Limani Belete, 192
Lukasz Kryszak, 362

M

Maja Cogoljević, 343, 396
Manohar Kapse, 384
Maria-Yoana Gercheva, 841
Marija Bešlin Feruh, 343
Marija Gojković, 415
Marija Lukić, 375, 430
Marija Marković Blagojević, 404, 889
Marijana Mitrović, 415
Marko Šostar, 734
Marley Osayande Iyamu, 249
Marisennayya Senapathy, 249, 493, 516, 757
Mashresha Tadesse, 757
Mila Knežević, 878
Milan Beslač, 808
Milan Dragić, 172
Milan Gavrilović, 564, 916
Milan Krstić, 553
Milan Radaković, 593
Milica Cvetković, 422
Milica Kastratović, 172
Milica Miloradović, 439
Milivoje Ćosić, 834
Miljana Barjaktarović, 454
Miloš Roganović, 446
Miloš Vučeković, 628
Miodrag Cvetković, 930
Mirjana Radović Marković, 37, 628
Miroslav Nedeljković, 834
Moges Cholo, 757
Mohamad Fadl Harake, 227
Mouad Lahjiri, 465
Muhamed Shoaib Farooq, 37
Muhammed Abdul Hameed, 474
Musthafa Abubaker, 353

N

Naomy Simiyu, 493
Nano Ružin, 505
Negalign Negatu, 516
Nevena Canković, 658
Nevenka Vojvodić Miljković, 439
Nikola Abramović, 695

Nikola Radić, 564, 889, 916
Nikolina Dimitrov, 621
Nina Kuburović, 336
Niranjala Tennakoon, 575
Nurul Ain Jalil, 474

O

Omoyemi Perpetual Itua, 941
Ouyang Yao, 29

P

Petar Kočović, 122
Phillip Cartwright, 227
Prayukta Tripathy, 773

R

Radojko Lukić, 818
Radovan Pejanović, 719
Raica Milićević, 422
Regina Babu, 493
Renata Čupić, 297
Rojda Sukran Karaş, 666
Rosemary Obiageri Obasi, 249, 941

S

Salah Koubaa, 910
Santosh Kumar, 493
Sanja Gongeta, 677
Sebastian Stepien, 44
Sergeii Iaromenko, 362
Shahajan Kabir, 309
Shilpa Kankonkar, 384
Simuzar Mamadova Sultan, 279
Siniša Pekevski, 604
Sisay Belay, 757
Slađana Vujičić, 834
Slađana Živanović, 695
Slobodan Jovanović, 702
Snežana Cico, 719
Snežana Plavšić Prelević, 637, 710
Sofija Radulović, 439, 575
Sorsa Zamach, 192
Stefan Zimonjić, 151
Sunčica Stanković, 151
Svetlana Milošević, 726
Swetha Appaji Parivara, 98

T

Thangamayan Sudhanthiran, 279
Tatjana Piljan, 375, 430
Tekle Leza, 516
Tamara Đalić, 621
Tagesse Abo, 941



Conference Proceedings

V

Vera Karadjova, 320
Verica Budimir, 734
Vesna Cogoljević, 648
Vinod Sharma, 384
Vitaliy Serzhanov, 686
Vladan Cogoljević, 396, 808
Vladimir Đorđević, 422
Vladimir Pejanović, 593
Vladimir Radulović, 648
Vladimir Zhechev, 841
Vlado Radić, 889
Vojkan Vasković, 122
Volodomyr Andryshyn, 686

Z

Zakia Benhida, 465
Zoltan Eperjesi, 854
Zoltan Peredy, 864
Zoran Radulović, 648
Zorana Nikitović, 553

Ž

Žaklina Nikolić Ilić, 878
Živorad Rašević, 115, 637

X

Xie Chi, 29

Y

Yishak Gecho, 516
Yogesh Mahajan, 384
Yustus Munyoki, 182

W

Waithaka N. Iraki, 237



Conference Proceedings

PREFACE

The Faculty of Business Economics and Entrepreneurship hosted another International Scientific Conference called "Employment, Education and Entrepreneurship" for the thirteenth time. The conference was held on October 25 in Belgrade, and this event was organized by professors and experts from the country, region, and other countries of the world.

The conference was opened by prof. dr Vlado Radić, who briefly pointed out the activities from the first conference until today, especially emphasizing the continuity of the event. He also pointed out that this year 86 papers from as many as 33 countries were accepted. Then he addressed prof. dr Dušan Cogoljević, founder and owner of the Faculty of Business Economics and Entrepreneurship, who originated the idea of holding the conference. He emphasized the importance of the conference, as well as the great response of scientific workers during all these years. Director of the Faculty of Business Economics and Entrepreneurship, prof. dr Zoran Radulović, emphasized that it is important to grow every day and wished for peace to prevail in the world. Prof. dr Mirjana Radović Marković, president of the scientific committee, then addressed the attendees, who emphasized the importance of following current events and world trends when it comes to science and pointed out that there is a close connection between employment, education and entrepreneurship. She noted that today's entrepreneurship is focused on new technologies, digitization, start-ups and new business modalities, which on the other hand leads to creative disruption. She pointed out that the labor market is rapidly changing, that some professions are slowly disappearing while new ones are being formed. She emphasized that we must not neglect education reform in accordance with the times we live in and reflected.

On behalf of the Ministry of Education, Snežana Ružić from the higher education sector addressed the audience and emphasized that the "Employment, Education and Entrepreneurship" conference is a significant event in the field of science and research and that it has the full support of the Ministry of Education. She had the honor of officially opening the conference.

After the introductory part, certificates were awarded to prominent experts who contributed to the success of the conference with their efforts and initiative (prof. dr Brahmi Mohsen from Tunisia and prof. dr Marisennayya Senapatthy from Ethiopia).

Plenary lectures followed, in which prof. dr Ouyang Yao from China, prof. dr Kemal Yildirim from Turkey, prof. dr Sebastian Stepien from Poland and prof. dr Hakan Kirbas from Turkey. Prof. Oujang Yao reviewed research in China related to the openness of the business environment and entrepreneurial performance in large economies. Prof. Kemal Yildirim pointed out the challenges in the field of education, employment and entrepreneurship in Serbia, the Balkans and Europe, as a result of multilateral relations in the new three-dimensional international context. Prof. Sebastian Stepien gave a lecture on the challenge of sustainable development and competitiveness in the field of agriculture, which seems to be a very current topic considering that it has also found its place in the round table. Prof. Hakan Kirbas concluded the plenary lectures, referring to the research on the impact of macroeconomic indicators on stock returns, and the Index 100 of the Istanbul Stock Exchange was analyzed.

The plenary lectures were followed by a round table, the topic of which was "Sustainable development and economic challenges for strategic planning in local communities". This topic was presented by prof. dr Dejan Molnar (Faculty of Economics from Belgrade), prof. dr Vlado Radić (from the Faculty of Business Economics and Entrepreneurship), dr Marko Jelocnik (Institute for Agricultural Economics), dr Thierry Capiere (from Paris, France) and the representative of the local government from Vranje, Nebojša Stamenković. The moderator of the round table was dr Jonel Subić, from the Institute for



Conference Proceedings

Agricultural Economics. After the speaker's presentation, a discussion was opened that raised many interesting questions.

After the round table, the work of the conference took place in three parallel sessions, where participants from different countries presented their works. A total of 35 works were presented (oral and online). Since the topics were varied, they occupied the attention of those present who actively participated in the discussions.

Employment is a relationship that is closely linked to human resources. Human resources, being the most critical aspect in determining the functionality of the employment system, plays a pivotal role. Employment means that workers or labourers receive pay or compensation in any form, according to the rules. The term of employment consists of people willing and able to work and do labour activities for themselves or others. Employment comprises citizens who have worked or are now working and are seeking a job while engaging in other activities, such as caring for the house. Employment boosts the economy of the country. However, it's the role of high-quality human resources that genuinely shape the workforce standards and, ultimately, the country's economy. Their contribution cannot be overstated.

In the modern digital age, the role of education in influencing digital marketing is significant in the corporate world; it's urgent. All companies or enterprises need to establish a solid online presence. With more customers than ever turning to the Internet for information and collecting quotations, orders with the help of digital marketing strategies are flexible, not just crucial. They are the need of the hour. These strategies attract customers or market stakeholders and help enterprises stay competitive in the digital landscape, ensuring their relevance and reach in the digital age. A solid online presence is a luxury and a necessity for marketing centres in today's digital world. Digital marketing has revolutionized the marketing sector by bridging the gap between companies or firms and customers in a radical way. This transition shift has not only generated growth rates of the enterprises but also exaggerated to attract global customers. To understand how digital marketing services have become a critical part of the business sector, check out some future-head challenges. It might be due to a need for marketing vision or better digital marketing strategies.

The main success of digital marketing is due to the fabulous website of the company or organization, which plays a crucial role in creating a solid online presence for any entity. A good website is vital for digital marketing because it's the prospective stakeholders' first point of contact. A well-designed website can attract customers and persuade them mentally and psychologically to buy the commodities due to its extraordinary features. A seamless and informative user experience can also help build trust and credibility. Advanced technologies electronically influence the modern digital world in many terms and functions.

Digital technologies have revolutionized our lives and work and created numerous new income opportunities for micro, medium and small entrepreneurs. Digital entrepreneurship is the most significant type of entrepreneurship in today's world. It's not just about business, it's about driving personal prosperity, financial and social development, and productivity. Entrepreneurship inspires individual entrepreneurial attitudes, facilitating opportunity exploitation and value creation. Entrepreneurial initiatives occur mainly through new business ventures launched by individual entrepreneurs or entrepreneurial teams identifying and pursuing business opportunities. The role of digital technologies in this process cannot be overstated, as they have opened up a world of possibilities and created a more optimistic outlook for the future.

In many cases, these entrepreneurial endeavours occur in the corporate environment and are organized by innovative employees who share the same entrepreneurial spirit with entrepreneurs, also known as intrapreneurs. Both entrepreneurship and intrapreneurship are critical for economic and social



Conference Proceedings

development and heavily rely on human capital developed through formal education and training. The entrepreneurs' experience and education are closely related to the success of digital startups, and a solid educational background increases the probability of reaching entrepreneurial milestones. Furthermore, there are positive insights linking education with human capital and entrepreneurial outcomes confirmed by meta-analytic research, justifying the heavy investments in entrepreneurship education from governments, universities, and private organizations.

Entrepreneurship education also plays a significant role in providing the required knowledge to identify opportunities and exercise the cognitive mechanisms for opportunity evaluation through the available information. The transformation of entrepreneurial processes by utilizing emerging digital technologies offered competitive advantages to those investing in IT capabilities and created new opportunities for entrepreneurs through easy access to the global markets. Although information has become more accessible to more significant numbers of stakeholders through digital communication technology utilization, the scene of possible competitors has also widened compared to brick-and-mortar entrepreneurship. The increased competition intensified the demand for human capital regarding capabilities and made it a significant driver for digital innovation and entry into digital entrepreneurship.

Digital entrepreneurship conceptually emanates from the transformative power of digital technology. It acts as a facilitator, a mediator, the product itself, and finally, as the ubiquitous component of every entrepreneurial attempt. Traditional business models have been considerably transformed by digital technology, and new digital ones have been created. This relatively new phenomenon has shown accelerated dynamics of evolution in recent years, showing progress from theoretical and technological points of view. Digital entrepreneurship dominated the entrepreneurial landscape, especially during the restrictions and social distancing of the recent pandemic, due to the acceleration in digital technology adoption, which entrained rapid and groundbreaking changes in the entrepreneurial scheme. As more disruptive digital technologies intrude into business models, a complex combination of innovation, leadership, and management skills is required, which has severe implications for digital Entrepreneurship. Realize that the body of knowledge develops rapidly, in a relatively uncontrolled and fragmented fashion, and few papers cope with the digital entrepreneurship educational perspective, leaving a considerable void in the literature regarding the consecutive adoption of disruptive new digital technologies in business and how it should be addressed from an academic viewpoint. Despite the rapid developments in entrepreneurship education, the interdisciplinary growth of digital entrepreneurship as a research field often needs to improve instructional designs regarding required knowledge and skills.

Moreover, the effect of entrepreneurship education and training tends to be overestimated by mainstream studies, gasping to catch up with the latest developments. An opportunistic rivalry of studies presenting many success stories in traditional entrepreneurship frequently overestimates the impact of entrepreneurship education without sound empirical evidence. The lack of theoretical frameworks analyzing digital entrepreneurship education conceptual dimensions hinders the evolution of original research on the theoretical and practical implications of the new emerging technologies engaged in digital entrepreneurship. Lastly, the need for empirical research in digital entrepreneurship education is not just crucial, it's urgent. It must be organized productively, raising difficulties in evaluating and disseminating the results in policy and practice. The inability to assess the empirical results of educational interventions based on the new emerging technologies would create a non-factual image of the research field, with diverse consequences for practice.



Conference Proceedings

ROUND TABLE ON SUSTAINABLE DEVELOPMENT AND ECONOMIC CHALLENGES FOR STRATEGIC PLANNING IN LOCAL COMMUNITIES – A REVIEW

The law defines local community as "the right of citizens to manage public affairs of direct, common and general interest to the local population, directly and through freely elected representatives in local self-government units, as well as the right and ability of local self-government bodies to manage affairs and manage public affairs which are in their jurisdiction and of interest to the local population".

Local self-government is not part of the central, state government or state administration, but is an autonomous system of management of local communities, constituted in narrower parts of the state territory. One of the key responsibilities of the local self-government is its general, long-term development for the benefit of the citizens who live there. Do local governments in Serbia have enough capacity to carry out such a task – is one of the most important questions to which there is no simple answer.

Sustainable development is defined as "development that meets the needs of the present so that future generations are not endangered in meeting their own needs" (World Commission on Environmental and Sustainability, 1987). This concept has been declared the key to the development policy of both the European Union and of the United Nations.

When analyzing the strategic planning of the sustainable development of a local self-government unit, one must take into account five significant, more or less generally accepted components (dimensions): social, cultural, spatial, economic and management.

Of the above five elements, two are key, namely: management structure and economic sustainability. It is clear that without a clear system management structure, citizens can hardly feel their belonging to the system and their role in making important decisions in their place of living. Also, a poorly developed economy cannot contribute to a healthy spatial environment, stable social policy or comprehensive cultural development. Likewise, a strong economy is not an end in itself, but must contribute to the development of local self-government in all the above-mentioned segments - meeting social needs, developing culture, creativity and innovation, and respecting legal conditions in the spatial conditions of living and environmental protection.

When it comes to the importance of strategic planning for economic development, local communities must have a clear insight into the current situation, as well as an idea of the situation they want to achieve. In this process, local communities should first look at their own capacities, funding sources, partnerships and other important aspects. Great help in these activities of local communities can be provided by scientific research and educational institutions (institutes and faculties). In coordination with them, local communities can successfully assess the current situation and the key challenges that enable sustainable development.

On the other hand, institutes and faculties can provide local communities with a quality definition of the role and importance of sustainable development for the challenges they face. Also, they can contribute to the cooperation of the most important actors and institutions as creators and bearers of sustainable development policy in local communities. In this context, institutes and faculties continuously improve the quality of research, analysis, studies and projects, education and training of personnel in order to better include economics, management and law in the sustainable development of local communities.



Conference Proceedings

Knowledge from many scientific fields (project management, human resource management, innovation management, human resource management, corporate management, financial reporting, entrepreneurship, organizational behavior, business planning, investment management, strategic management, etc.) is a prerequisite for successful strategic planning based on the concept of sustainable development. Strategic planning at the level of local communities presupposes the initiation and opening of development opportunities primarily in the area of economic, social and environmental development. To that end, systemic measures and actions are necessary, which points to the need to create a strategy for the sustainable development of local communities.

Therefore, in order to achieve sustainable development of local self-government, there must be a will and a strategy must be developed with full, clearly identified responsibility for the possible impacts of its implementation on future generations. The sustainable development strategy of the local self-government unit defines the necessary (desired) needs that it would satisfy if it were to move in the direction of achieving them. In other words, the sustainable development strategy gives local self-government units the opportunity to look at their long-term needs and define the steps towards their realization.

Strategic planning is a process that helps local communities in Serbia realize their development visions by setting goals and tasks in a systematic way. This process identifies decisions and goals that are fundamental and arise from strategic problems, that is, a system is created that is capable of responding effectively to unexpected challenges and changes in a dynamic environment over a long period of time.

For the above reasons, knowledge-based economic development and sustainable development strategies of local communities should provide clear guidelines for the future development of the economy, society and environment. Such development of local communities in Serbia should be based on local specificities and perceived needs of the economy and society, as well as on clear determinations and official documents.

Based on the identified strengths and weaknesses of the local community, as well as chances and threats from the environment, the sustainable development strategy is a kind of guide that directs the actions and efforts of all participants in increasing the competitiveness of the economy and improving the quality of life and work of the residents of the local community. The sustainable development strategy should contribute to the support of the economic sector and social development at the level of the local community in Serbia (introduction of uniform terminology, defining measures and activities, etc.), and administrative structures should facilitate operational planning. By adopting a sustainable development strategy, local communities get a basis for applying for financial resources from the state budget, EU funds and other donor programs, for the implementation of various projects in the field of economic, social and environmental development in Serbia. The Sustainable Development Strategy also provides a basis for the development of inter-local, regional, inter-regional and cross-border cooperation, as well as for the establishment of local action groups and public-private partnerships.

Seen from the point of view of the scientific research and educational activities of institutes and faculties that are carried out at the level of local communities in Serbia, the sustainable development strategy is a document that is the result of the systematic work and cooperation of the research team, the department for the economy, social activities and local economic development and numerous stakeholders interested in development of the economy, society and environment of the local community. There are no universal principles for creating a strategy for the sustainable development of a local self-government unit, but each strategy is specific in some way.

Given that there is no institution in Serbia that trains personnel to work in local self-government bodies, the question arises whether it would make sense to form such an institution or to continue to ignore the



Conference Proceedings

problem. In the case of the education of such an institution and the realization of a curriculum that would include the legal, economic, technical and organizational whole, we would get experts who can answer all challenges in terms of solving problems in local self-government.

However, regardless of the education and effort of employees in local self-government bodies, it is the citizens who give their opinion on the most important problems that exist in the local community and that slow down its development. The biggest problem facing experts is how to get the less active population interested in participating in decision-making that concerns the local community.

During the round table, there were several discussants, who pointed out certain specificities related to local communities. One of them was Thierry J. CIPIÈRE, who presented a presentation entitled: "Systemic, financial and legal risks for entrepreneurs to win the confidence of investors in the new international context".

In the end, the undivided opinion of the conference participants is that the development of local communities has its own specificities that should be analyzed comprehensively and planned, pointing out problems and harmonizing needs, all for the benefit of citizens living in local governments. Only in this way can citizens become interested in participating in making decisions that are important for their life and work.

Belgrade, October 2024

Dr Jonel Subić, Institute for Agricultural Economics, Belgrade, moderator
Prof. dr Dejan Molnar, Faculty of Economics, Belgrade, panelist
Prof. dr Vlado Radić, Faculty of Business Economics and Entrepreneurship, Belgrade, panelist
Dr Marko Jeločnik, Institute for Agricultural Economics, Belgrade, panelist
Nebojša Stamenković, representative of the local self-government, Vranje, panelist



Conference Proceedings

E-HRM AND THE APPLICATION OF AI FOR GLOBALIZATION AND SUSTAINABLE DEVELOPMENT

Berislav Andrić¹

Bajeesh Balakrishnan²

Swetha Appaji Parivara³

DOI: 10.5937/EEE24008A

JEL: M54

Review Scientific Paper

ABSTRACT

The role of technology is significant in driving the work activities of human resources departments in organisations. This practically introduces the concept of E-HRM system. The E-HRM concept is adopted by organisations to ensure a smooth flow of employee related matters such as: employee database management, employee onboarding, employee grievance, employee separation that is executed and controlled through digital transformation. The researchers conducted a pilot survey to collect certain data that are in lines to the human resources activities performed with the help of E-HRM system. The collected data tested the E-HRM application and its effectiveness while measuring the operational outputs of human resources functions in the IT and biomedical sectors. Since the philosophy of E-HRM is focused on digitization of the human resources processes in organisations so there is a space to cultivate the whole human resources process by virtue of the presence of Artificial Intelligence. It can be categorically stated that E-HRM system combined with Artificial Intelligence can help creating a value addition by driving the human resources systems to act faster as well as helping the organisations to proactively achieve their strategic goals and thereby enabling a culture of sustainable development.

KEYWORDS

E-HRM, artificial intelligence, organisation, process

INTRODUCTION

There are ample challenges that come across while managing a global workforce that operates out of different countries under an umbrella of one entity. This relates to the real-time existence of multiple entities having their workforces operating globally in different regions. Information Technology and biomedical engineering are sectors that have consistently focused on bringing and developing a global workforce that operates from different regions (Cascio, Montealegre, 2016). This results in diversity and inclusion. One of the primary challenges of the industry is managing their resources efficiently and effectively. With the competition of skills in the job market and different organisations looking for skilled

¹ J. J. Strossmayer University of Osijek, Faculty of Tourism and Rural Development in Pozega, Pozega, Croatia, bandrlic@ftrr.hr, ORCID: 0000-0002-1345-0241

² Garden City University, Department of Commerce and Management, Bengaluru, Karnataka, India, bajeeshb@gmail.com, ORCID: 0000-0002-7035-2349

³ Garden City University, Department of Commerce and Management, Bengaluru, Karnataka, India swetha.parivara@gardencity.university, ORCID: 0009-0008-1215-154X



Conference Proceedings

resources, there are chances of losing the best of the resources to another competitor. One of the ways to mitigate these challenges and difficulties is by having a systematic tool in place that is capable of handling tasks that are easy to use and at the same time it is easy to get the required output.

In such instances, it is E-HRM that helps organisation to manage such challenges with ease and covering the workforces not just locally, but across the globe. Now, to explain this better let's take an example of the covid-19 pandemic situation that literally pushed people to work and carry out activities remotely. In such instances, the challenges of controlling the workforce be-came more demanding as people spread across different geographies. It is human resources management which is vital for an organisation to run its business (Campbell et. al., 2012).

In this paper, the researchers tried to explain the core importance of E-HRM system in IT and biomedical engineering organisations and how such a digital system can help in automating the HR (Human Resources) processes and thereby helping to globalize the organisation's businesses by dealing with multiple workforces who are located globally. Not just that, but out of the many activities that are lined up in the corporate environment, one of the core activities and focus from an organisational standpoint is how much they can automate their key HR processes to achieve better results and correspondingly increase the overall productivity and efficiency among their workforces.

LITERATURE REVIEW

It is "War for Talent" when it comes to hiring the best of the best resources for an organisation. This is generating great competition (Chambers et. al., 1998). Various survey and job market analysis has thrown enough lights to the fact that majority of the organisations across all the sectors are facing a fierce competition for the right talent and are not able to fill in their open job positions throughout the year, and this is happening since many years (George et. al., 2014). There is enough pressure on HR managers to transform their role and their team member role to become strategist. This is referring to HR transformation (Ulrich et.al., 2010).

One of the core issues noticed against the HR professionals is they are not technical and there arises a dependency factor. Here, the HR and the IT managers are expected to collaborate to ensure that the automation of the HR processes that are laid out are working fine. It is equally important for the IT department to create the value addition (Weill et. al., 2013).

It is important to ensure that IT and business synchronize with each other and agree to the strategies at the same time. In a practical case, such synchronization between IT and HR is a challenge (Kappelman et.al.2013). Various reports suggest that both the HR and the IT departments have shown enough of symptoms of slow growing in the organisation. This also indicates the level of maturity in the job profile as well as a tendency to collaborate and arrive at a common solution to the problems faced, which is including and not limited to addressing those problems in a common forum.

Overall, this is an area of concern to the management or people who are running the organisation as it deals with an issue of in-tra-department communication gap (Laumer et.al., 2010). Overall, it is equally important for a HR professional to have a good know-how of the technological system such as E-HRM in their workplace as this will help them to perform better in their job role.



Conference Proceedings

E-HRM and Sustainable Development

The concept of E-HRM is primarily utilized for different purposes in organisations and some of them are notably in the lines of decision making, evaluate the cost effectiveness, incorporate environment friendly measures to gain the momentum in the business (Hosain, 2017). The value addition of E-HRM comes from the stakeholder management. These are the aspects of employee and employer relations especially from an employee, manager, and HR professionals' perspective. All these stakeholders perform a key role in executing the HR related functions in organisations (Waheed, 2020). This is aligned to the fact that the application of E-HRM in organisations is directly linked to the technical and strategic efficacy and thereby significant in improving the service level of HR (L'Écuyer, Raymond, 2020). Thus, it overall indicates the role of E-HRM that is significant in corporate sustainable development in terms of value addition, cost effectiveness and benefits (Oswal, Narayanappa, 2015).

AI (Artificial Intelligence) and Sustainable Development

Sustainable development was first initiated by the United Nations as part of a global initiative. Even though there are research performed in this area, but this is still in the emerging state (Baumgartner, 2011). The definition of sustainable development was earlier stated as 'development that is meeting the needs of the current state without negotiating the requirements of future generations' (United Nations, 1987). The appearance of artificial intelligence is proving to have a direct impact on globalization, productivity, environment sanitization and a few other areas. It can be explicitly concluded that the overall framework of artificial intelligence has created an impact on the overall business functions and the way it should operate. This has a say in the sustainable development goal as set by the organisation. Artificial intelligence has changed the overall business model of how a business should work in a corporate environment. Having said that this transformation of change management towards sustainable goal and development of the organisation has a dependency on culture, mindset, and capability of people (Bolukbasi et. al., 2016).

RESEARCH OBJECTIVES AND METHODOLOGY

The world is moving towards a continuous development and as the day passes there arise certain innovations that catch the momentum of the people. Advancement of technology is one of the areas of continuous development that is growing bigger and has this ability to catch the attention. It is not very relevant to say in which business sector that an organisation is functioning, but what is important is to know how the organisations are running their businesses and what are all the challenges faced by them (Lee et. al., 2018). A stable workforce or employees in the organisation can help create a stable business for the organisation. Hence, it is important to ensure to nurture the employees as it relates to the success of an organisation (Wirtz, Jerger, 2017). The problem comes for the human resources department when the workforce is diversified and spread across different locations. The first question that comes here is: how to manage a workforce that is aligned globally? The second question would be: How to align these diversified workforces in a centralized environment to ensure proper synchronization? The last but not the least: How to ensure an environment sustainability keeping in mind of having a diversified workforces operating out of different location and what value addition that an organisation can give to this planet to ensure its safety and sustainability. The concept of Electronic Human Resources



Conference Proceedings

Management System has probably found few solutions that can help to create the required balance in managing the requirements of the employees as well as its organisation. In this paper, the researchers tried to highlight a scenario of employee separation process by having an E-HRM system in place and correspondingly the kind of value addition that such technological system can generate for their respective employees.

Based on the review of literature, the hypothesis for the research is arrived as:

H1A: HRM practices if adopted well has a direct impact and value addition in executing the strategies of globalization and sustainability.

H1B: E-HRM practices if adopted well have a direct impact and value addition in executing the strategies of globalization and sustainability.

H1C: AI practices if adopted well have a direct impact and value addition in executing the strategies of globalization and sustainability.

The method used for the research study is in line to the core components of the research study and that is the 'topic of the research', 'review of literature', 'analysis of the data', 'logical facts between literature review and the results obtained', and last but not the least 'evaluation criteria' (Yin, 2014). The researchers followed the pattern of the research method as prescribed in the core components. Here, the topic of the research opted is to explain the features of E-HRM, AI and the link to these two elements, which is economic sustainable development. The data available in review of literature is taken into consideration as secondary sources of data. These secondary sources of data are then compared with the data obtained after the research being carried out in the form of data analysis and interpretation. The last component is buttressing the claims of literature review with the data captured and providing them for further discussion.

The contribution to the responses on the questionnaire and the respondents of the survey conducted are from the HR department of IT and biomedical organisations who are working in the E-HRM and AI platform. Such professionals also carry rich experience in the HR operations segment wherein they are handling the HR related transactions using digital automation on a day-to-day basis. The researchers gathered about 50 HR professionals from IT and biomedical organisations that are operating and having their presence globally.

RESEARCH RESULTS

While there are multiple HR processes in an organisation but here the researchers emphasized their study on the module of employee retention and employee separation process. Here, the employee retention process is enabled through E-HRM coupled with artificial intelligence to predict employee attrition in organisation. On the other side, the employee separation process is a walkthrough and assessment of the current E-HRM set up in the organisation.

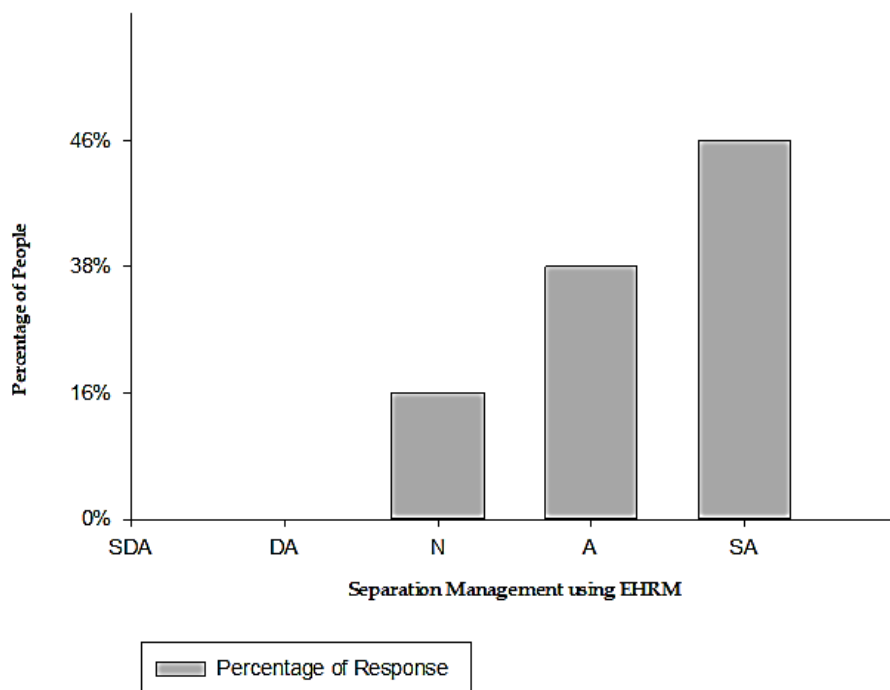
The collected data from the HR professionals were aligned primarily into different scenarios and mapping them with the employee experiences and in line with the operational activities that is faced by the HR professionals on a day-to-day basis. As the morale and motivation of the employees are high, it means a positive impact on the productivity of the organisation (Bailey, 2019).

It is important to ensure that the employees leaving the organisations are given a fair and transparent exit irrespective of the fact that it is a voluntary or involuntary exit. Having a fair and transparent exit



Conference Proceedings

process makes the employees leaving the organisation happy (Jeske et. al., 2021). There is always a demand of skills which are required for an organisation to operate their businesses. These skills are coming from the employees of an organisation (Ronald, Washington, 2003). At times and in general, there are employees who wish to go back to their previous organisation due to various reasons. A proper employee separation process helps to deal with situations wherein it becomes a trend setter for the organisation to upkeep their level and standard at any locations from wherever they operate. Employees leaving the organisation are generally unhappy and if the employee exit or the separation process is not fair and transparent, then it is causing more problems for the HR department as well as for the organisation.



SDA = Strongly Disagree, DA = Disagree, N = Neutral, A = Agree, SA = Strongly Agree

Figure 1. HRM and Separation Management

Source: Authors research

The given scenario on Figure 1 helps to arrive at a conclusion that round about 84% of the respondents (HR professionals) are either agreeing (38%) or strongly agreeing (46%) to the fact that due to the presence of E-HRM, there is an ease of managing the employee separation process. There is about 16% of respondents in the neutral state. However, being neutral does not indicate any negative side of the E-HRM system. The reason for them being neutral is because their organisation is yet to adopt a digital process for employee separation process or are in the mode of a digital evaluation process and consideration.

Table 1 indicates the variable type used for the survey followed by a brief description of the variable and its use cases. As shown in the table, the independent variables are E-HRM, Artificial Intelligence and Human Resources Management. The dependent variable is talking more about Globalization and Sustainability.



Conference Proceedings

Table 1. Variable and use cases

Variable type	Variable description	Variable use case
Independent	E-HRM	Information Technology Sector HR Process Automation HR Decision Making HR Communication
	Artificial Intelligence	Enhance Employee Experience Fast Processing of HR Transaction Streamlining HR Process Automating Repetitive Tasks
	Human Resource Management	Employee Separation Decision Making
Dependent	Globalization and Sustainability	Process Efficiency Sustainable Growth Sustainable Revenue Sustainable Market Presence Sustainable Social Responsibility

Source: Authors research

The descriptive analysis is performed as shown in Table 2. Here, the items measured are in the form of mean and standard deviation. The value of standard deviation is in the range of 1.12 to 1.65, which is found to be suitable as they are of ordinal type. The Cronbach's alpha is in the range of .928 to .963 and that shows the reliability of the questionnaire used for the survey is reliable and appropriate. The variable used are in the form of AI (Artificial Intelligence), HRM (Human Resources Management) and GS (Globalization and Sustainability).

Table 2. Descriptive analysis

	E-HRM	AI	HRM	GS
Mean	5,29	5,36	5,32	5,38
Standard Deviation	1,64	1,65	1,24	1,12
Cronbach's Alpha	0,963	0,947	0,931	0,928

Source: Authors research

The correlation analysis was conducted and has the significance of 5% as shown in Table 3. There seem to be a strong correlation between E-HRM and AI (0.67), followed by a similar value of correlation obtained between E-HRM and HRM processes (0.69). Last but not least, the test also throws light on the correlation between E-HRM and 'Globalization and Sustainability' (0.71). This significantly proves that there is a strong correlation between E-HRM, AI, and HRM that helps to effectively drive the objectives of globalization and sustainable development.

Table 3. Correlation analysis

	E-HRM	AI	HRM	GS
E-HRM	1,00			
AI	0,67	1,00		
HRM	0,69	0,64	1,00	
GS	0,71	0,69	0,68	1,00

Significance: 5%

Source: Authors research



Conference Proceedings

Regression analysis was performed as indicated in Table 4. Here, the concept of E-HRM, AI and HRM is considered as independent variables (denoted as Y) and globalization and sustainability is treated as dependent variable (denoted as X). The R^2 value of 0.68 indicates a positive correlation between the dependent (GS) and independent variables (E-HRM, AI and HRM). The p-value is found to be significant.

Table 4. Regression Analysis

X	Y	R ²	F	p-value	F Sig.
GS	E-HRM				
	AI	0,68	163,21	< 0,0001	< 0,0001
	HRM				

GS – Globalization and Sustainability; E-HRM – Electronic Human Resource Management; AI – Artificial Intelligence; HRM – Human Resource Management

Source: Authors research

Hence, it can be concluded that the alternate hypothesis is accepted. This indicates that in an environment of running an organisation that carries its business functions and by virtue of having a strong presence of a quality HR processes that is combined with E-HRM and enabled with high technological systems in the form of artificial intelligence and machine learning has a significant impact in driving the workforces globally and ensuring sustainable economic development for the organisation and its people.

While there are multiple HR processes in an organisation but here the researchers emphasized their study on the module of employee retention and employee separation process. Now, the employee retention process is enabled through E-HRM and combined with artificial intelligence to predict employee attrition in organisations. On the other side, the employee separation process is a walkthrough and assessment of the current E-HRM set up in their organisation.

There are multiple challenges in retaining the workforce and that too when it comes to the retention of the workforce in the Information Technology sector. One of the primary reasons of this challenge is globalization that makes the employee with the right skills as the soft target for better opportunities in a competitive job market (Vasquez, 2014). Now, the role of Artificial Intelligence is significant in such conditions wherein this challenge of retaining the workforce requires attention from the organisation. It means the organisation should proactively plan to mitigate employee attrition. One of the core features of the artificial intelligence system coupled with machine learning is to predict the employee attrition in advance and project the employee retention technique well in advance to the department of human resources and the management of an organisation (Al-Darraji et. al., 2021).

Here, the researchers went a few steps ahead and implanted a device that can perform this employee retention predictions by virtue of having a smart device in place that when coupled with a computer performs action that pro-actively provides enough of hints and messages to the department of human resources to pro-actively address the employee emotions and sentiments that would try and negate them to look for opportunities outside the organisation.

The concept and working of the smart device and technique is copywritten and the product patent is currently under progress. A typical block diagram of the smart device coupled with E-HRM, and AI and its functioning is as shown in Figure 2. With the new age technology and the so-called millennial workforces, it is imperative to have a robust employee retention model that an organisation should adopt in the best interest of their nature of business that they expect to grow (Ngotngamwong, 2020). The presence of E-HRM can help boost the human resources function in the organisation (Parry, 2021). Further, it helps to reduce the amount of paperwork involved with all the human resources related

Conference Proceedings

activities and transactions, which can be performed digitally and supportive of sustained Green Human Resources Management process.

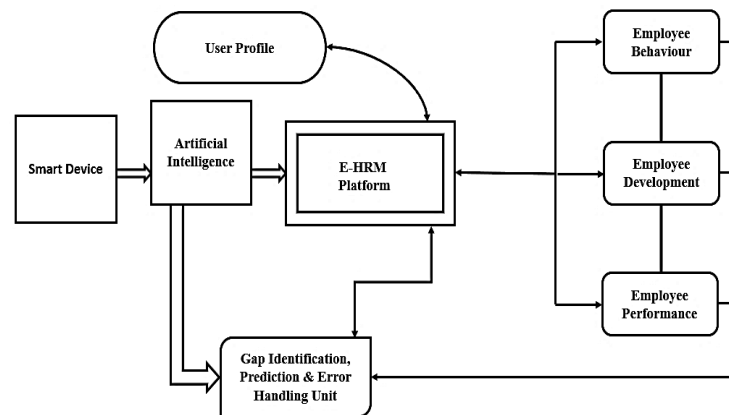


Figure 2. E-HRM platform

Source: Authors research

The process of human resources in organisations has multiple roles to cater for and this could be in the form of recruitment, performance management, training, rewards, employee engagement and employee grievances. The list does not end here. The role of artificial intelligence is very significant. This constitutes machine learning, robotics, computers and so on. All of these have their own role to perform. However, it is not that everything is possible and achieved by science and machine. Hence, there will be instances where human intervention is required and that cannot be ignored. Now that does not mean that this science and machines can be ignored. The organisation that shows its inability to adapt to the high-end technology system such as artificial intelligence will fall behind in the race of economic and sustainable development (Garg, 2018).

CONCLUSION

From the above scenarios, it is observed that by having a steady HR system in place and by having a strong HR team in existence, it is possible to bring the required ease of automating the HR processes in the organisations. Even though the current research was carried out in the IT and biomedical organisations, but the workforce conditions towards HR related matters remains similar across all the industries except for few changes that are directly related to a sector or industry wise classification. The core focus of the paper is to highlight the advantages of E-HRM by creating an environment wherein the effectiveness of E-HRM is at its best possible state and it can create a platform for helping the HR professionals to manage the people matters more efficiently and effectively. In addition, the paper also addresses the concept of globalization and its impact in the organisations by introducing the software product by means of artificial intelligence and machine learning. Out of the many goals set by the organisation to achieve and as part of their corporate activities, one of the key goals is to ensure that the environment that they operate is safe and eco-friendly (Vel'as et. al. 2022). The logic of E-HRM helps the organisation in great deal to raise their conscious level of becoming environmentally friendly that believes in investing on technology that will also cater to digital transformation. The concept of artificial intelligence can be used as a predictor tool not just for employee separation and retention processes but



Conference Proceedings

also to various other processes (Votto et. al., 2021). Technology acts as a gateway and has a significant role in shaping an organisation. It helps the workforce in organisations become more effective in their day-to-day work, which in turn helps the organisation achieve its productivity (Andrić et. al., 2023). Hence, creating an environment of continuous sustainable development by empowering technology that helps the organisation to run its businesses effectively.

REFERENCES

- Cascio, W., Montealegre, R. (2016). How Technology Is Changing Work and Organisations. *Annual Review of Organisational Psychology and Organisational Behavior*, 3, 349-375.
- Campbell, B. A., Coff, R., Kryscynski, D. (2012) Rethinking sustained competitive advantage from human capital. *The Academy of Management Review*, 37 (3), 376–395.
- Chambers, E.G., Foulon, M., Handfield-Jones, H., Hankin, S., Michaels, E. (1998). The War for Talent. *The McKinsey Quarterly*, 3, 44-57.
- George, B., Hirschheim, R., Von Stetten, A. (2014). Through the lens of social capital: A research agenda for studying IT outsourcing. *Strategic Outsourcing*, 7(2), 107-134.
- Ulrich, D., Allen, J., Brockbank, W., Younger, J., Nyman, M. (2010). HR Transformation: Building Human Resources from the outside in. *NHRD Network Journal*, 3(4), 102-120.
- Weill, P., Woerner, S. L. (2013). The Future of the CIO in a Digital Economy, *MIS Quarterly Executive*, vol. 12(2), Article 3.
- Kappelman, L., McLean, E., Luftman, J., Johnson, V. (2013). Key issues of IT organisations and their leadership: The 2013 SIM IT trends study. *MIS Quarterly Executive*, 12, 227-240.
- Laumer, S., Eckhardt, A., Weitzel, T. (2010). Electronic Human Resources Management in an E-Business Environment. *Journal of Electronic Commerce Research*, 11(4), 240 – 265.
- Hosain, S. (2017). The Impact of E-HRM on Organisational Performance: Evidence from Selective Service Sectors of Bangladesh. *International Journal of Human Resources Management*, 6(3), 1-14.
- Waheed, A., Xiaoming, M., Waheed, S., Ahmad, N., Tian-tian, S. (2020). E-HRM implementation, adoption, and its predictors: a case of small and medium enterprises of Pakistan. *International Journal of Information Technology and Management*, 19, 162-180.
- L'Écuyer, F., Raymond, L. (2020). Aligning the e-HRM and Strategic HRM Capabilities of Manufacturing SMEs: A “Gestalts” Perspective. In: *Electronic HRM in the Smart Era*. Emerald Publishing Limited, Bingley.
- Oswal, N., Narayanappa, G.L (2015). Evolution of HRM to E-HRM to Achieve Organisational Effectiveness and Sustainability. *International Journal of Business Administration and Management Research*, 1(2), 22-26.
- Baumgartner, R. (2011). Critical perspectives of sustainable development research and practice. *Journal of Cleaner Production*, 19(8), 783-786.
- United Nations, General Assembly (1987). Report of the World Commission on Environment and Development: Our Common Future, transmitted to the General Assembly as an Annex to document. Article 42, pp. 427, New York.



Conference Proceedings

- Bolukbasi, T., Chang, K.W., Zou, J., Saligrama, V., Kalai, A. (2016). Man is to Computer Programmer as Woman is to Homemaker, debiasing word embeddings. In *Advances in neural information processing systems*, 29, 4349-4357.
- Lee, J.; Davari, H.; Singh, J.; Pandhare, V.J.M. (2018). Industrial Artificial Intelligence for Industry 4.0-based manufacturing systems. *Manufacturing Letters*, 18, 20–23.
- Burgess J, Connell J. (2020). New technology and work: Exploring the challenges. *The Economic and Labour Relations Review*, 31(3), 310-323.
- Wirtz, J., Jerger, C. (2017). Managing Service Employees: Literature Review, Expert Opinions, and Research Directions. *Service Industries Journal*, 36 (15), 757 – 788.
- Yin, R. (2014). *Case Study Research Design and Methods* (5th ed.). The Canadian Journal of Program Evaluation. Sage Publishing, Thousand Oaks.
- Bailey C, Yeoman R, Madden A, Thompson M., Kerridge G. A (2019). Review of the Empirical Literature on Meaningful Work: Progress and Research Agenda. *Human Resource Development Review*, 18(1), 83-113.
- Jeske Van B., Van De Voorde, K., Veldhoven, M. (2021). The employee perspective on HR practices: A systematic literature review, integration and outlook. *The International Journal of Human Resource Management*, 32(2), 359-393.
- Ronald J., Washington, C. (2003). Employee development and organisational performance: a review of literature and directions for future research. *Human Resource Development International*, 6(3), 343-354.
- Vasquez, D. (2014). Employee retention for economic stabilization: A qualitative phenomenological study in the hospitality sector. *International Journal of Management, Economics and Social Sciences*, 3(1), 1-17.
- Al-Darraj, S., Honi, D.G., Fallucchi, F., Abdulsada, A.I., Giuliano, R., Abdulmalik, H.A. (2021). Employee Attrition Prediction Using Deep Neural Networks. *Computers*, 10, 141.
- Ngotngamwong, R. (2020). A Study of Millennial Job Satisfaction and Retention. *Human Behavior, Development and Society*, 21(3), 47-58.
- Parry, E. (2021). An examination of e-HRM as a means to increase the value of the HR function. *The International Journal of Human Resource Management*, 22(5), 1146-1162.
- Garg, V. (2018). Application of Artificial Intelligence for Sustaining Green Human Resource Management. *International Conference on Automation and Computational Engineering*, 113-116.
- Delvallee, D.R., Yewan, S.Y., Bansal, U., Deng, X. (2020). *IETI Transactions on Economics and Management*, pp. 19-33.
- Veľas, A., Halaj, M., Hofreiter, L. (2022). Research of security and safety culture within an organisation. The case study within the Slovak Republic. *Security Journal*, 35, 571–599.
- Andrić, B., Hak, M., Balakrishnan, B. (2023). The Impact of e-HRM on Organisational Citizenship Behaviour—A Study Outlined in the IT Sector. In: *14th International Odyssey Conference on Economics and Business* (pp. 18-25). Ekonomski fakultet Sveučilišta u Zagrebu.
- Votto, A. M., Valecha, R., Najafirad, P., Rao, H. R. (2021). Artificial intelligence in tactical human resource management: A systematic literature review. *International Journal of Information Management Data Insights*, 1(2), 100047.