FACULTY OF ECONOMICS AND BUSINESS – UNIVERSITY OF KRAGUJEVAC

announce the

9th International Scientific Conference
Contemporary Issues in Economics, Business and Management

ebm 2026

supported by Academy of Management - Community Accelerator Program

ACADEMY OF Management | COMMUNITY ACCELERATOR PROGRAM

December 16-17, 2026
Kragujevac, Republic of Serbia

Overview

Contemporary issues in economics, business, and management increasingly reflect the complexity of modern economic systems and the dynamic interactions between organizations, markets, and institutions. Understanding these issues requires continuous development of new theoretical perspectives, empirical insights, and methodological approaches.

Globalization and regionalization are increasingly shaped by shifting economic trends, geopolitical dynamics, and technological transformation. Issues such as green transition and industrial policy are redefining competitiveness and long-term development paths across regions. At the same time, international finance, trade relations, and evolving global value chains highlight the need for resilience and adaptability in an uncertain environment. Together, these themes reflect the growing interdependence between global forces and regional responses in shaping sustainable economic futures.

Management and marketing are evolving under the pressures of digital transformation, complexity, and changing societal expectations. Organizations are challenged to align strategy, leadership, and culture while fostering innovation, agility and sustainable growth. Corporate governance, ethics and social responsibility are becoming integral components of contemporary business strategies and performance measurement systems. At the same time, marketing strategies, consumer behavior, and customer experience are being reshaped in a digital environment, emphasizing the need for responsible and adaptive organizations.

In conditions of growing uncertainty, regulatory change, and rising stakeholder expectations, organizations must strengthen financial reporting, cost management, tax compliance and performance control. Sustainability and ESG reporting are expanding the role of accounting and finance in supporting long-term value creation. The use of AI and advanced digital tools

improves data processing, risk management, and decision-making, opening new research opportunities across accounting and finance.

Quantitative approaches provide powerful tools for modeling economic processes, evaluating organizational performance and supporting data-driven decision making. Advances in business analytics, artificial intelligence, and machine learning, together with the growing availability of large datasets, are expanding the possibilities for analyzing economic and business phenomena. Decision support systems and business intelligence tools help integrate and analyze data in real time, while new technologies are transforming business operations and financial services.

In response to ongoing changes, the Faculty of Economics and Business, University of Kragujevac, cordially invites scholars, researchers, practitioners, and doctoral students to participate in the ***9th International Scientific Conference Contemporary Issues in Economics, Business and Management - EBM 2026.*** The conference provides an international platform for interdisciplinary exchange and collaboration among academicians, practitioners, and policymakers addressing contemporary challenges in global economic development, organizational management, financial systems, and digital technologies. We welcome contributions offering theoretical insights, empirical evidence, and methodological innovations related to transformations in globalization, regionalization, management, organizations, accounting and finance, and data-driven decision making, with the aim of advancing more resilient, innovative, and sustainable economic and business systems.

A special track on the conference will be dedicated to the 14th Polish-Italian-Ukrainian-Serbian Scientific Symposium organized within the framework of the long-standing international *Four-party Cooperation Agreement* between Cracow University of Economics, Kyiv National University of Trade and Economics, the University of Messina, and the University of Kragujevac, highlighting the tradition of successful academic collaboration among partner institutions.

The conference program includes a roundtable "*Enhancing Collaboration in Promoting Attitudes and Consumption Trends for Green Products and Services*" organized within the ECO-PACT project. The project is led by researchers from the Technical Faculty in Bor in collaboration with Masaryk University, Czech Republic and is supported by the Science Fund of the Republic of Serbia. The session aims to stimulate interdisciplinary dialogue on sustainable consumer behavior and foster opportunities for academic collaboration and future research initiatives in sustainable development.

The conference is supported by the *Academy of Management – Community Accelerator Program*. The Academy of Management is a leading global professional association dedicated to advancing research and education in management and organization studies, bringing together a diverse international community of scholars, educators, and practitioners. Through its Community Accelerator Program, the Academy of Management supports the conference by strengthening its international academic positioning and fostering the exchange of leading research practices.

The conference is also supported by the *Ministry of Science, Technological Development and Innovation* of the Republic of Serbia.

KEYNOTE SPEAKERS

Prof. Dr. Viktorija Skvarciany is a professor of economics at Vilnius Gediminas Technical University (VILNIUS TECH), Lithuania, and an internationally recognized researcher in the fields of sustainable economic development, quantitative decision-making methods, and behavioral economics. She serves as Vice-Dean for Research at the Faculty of Business Management and is the Editor-in-Chief of the WoS-indexed journal Business, Management and Economics Engineering. Her research focuses on the application of quantitative methods in economic analysis, digital and circular economy, and sustainable development. She has published extensively in leading international journals, including Oeconomia Copernicana, European Journal of International Management, and Journal of Business Economics and Management, and actively participates in international research collaborations and conferences.

Prof. Dr. Jörn Kleinert is a professor of economics at Karl-Franzens-Universität Graz, Austria, focusing on international trade, globalization, European integration, and research on multinational companies and financial markets. He studied Economics and Japanese Studies. Throughout his career, he has collaborated with international researchers and institutions, including co-authors from Paris, Milan, CEPR, and other European research centers. He has published in leading international journals, such as American Economic Journal: Macroeconomics, Economic Policy, The World Economy, German Economic Review, and Review of World Economics, reflecting his contribution to the global academic community. He served as Head of the Institute of Economics at the University of Graz (2013–2019), demonstrating internationally recognized leadership in the academic context.

TRACK THEMES AND TOPICS

The conference aims to encourage discussion on contemporary challenges in economics, business and management through the following track themes and related list of topics.

GLOBALIZATION AND REGIONALIZATION

- Global Economic Trends and Implications
- EU Economy and Industrial Competitiveness
- Financial Instruments for Sustainable Regional Development
- Macroeconomic Implications of Geopolitics
- AI & Digital Technologies for Sustainable Development
- Climate Change Effects on Macroeconomic Stability
- Industrial Policy and Structural Transformation
- Green Transition, Natural Resources and Sustainable Economy
- Trade and Development in Emerging Economies
- International Financial System, Institutions and Regional Development
- Geoeconomics: Global Conflicts, Sanctions and Trade Dynamics
- Global Value Chains, Logistics and Supply Chain Resilience
- International Finance and Trade Negotiations

KEY ISSUES IN MANAGEMENT AND MARKETING

- Strategic Management and Marketing in International Context
- Strategy, Organization and Leadership in Complexity
- Performance Measurement Beyond Financial Metrics
- Corporate Innovation and Organizational Culture

- Strategic Agility and Transformation
- AI-Driven organizations: Knowledge, Learning & Behavior
- Entrepreneurship and Innovation in Dynamic Environments
- The Future of Work: People, Purpose, and Diversity
- Marketing Research and Communication Methods
- Strategic Management and Sustainable Organizational Growth
- Ethics and Corporate Social Responsibility in Driving Innovation
- Corporate Governance and Business Decision Making
- Managing Organizational Integration
- Digital Transformation and Organizational Agility
- Consumer Behavior and Customer Experience

ACCOUNTING AND BUSINESS FINANCE

- Financial Accounting and Reporting
- Tax Compliance and Tax Accounting
- Cost Accounting and Cost Management
- Sustainability Accounting and ESG
- Accounting Information Systems
- Corporate Finance and Performance
- Management of Business Risks
- Accounting in Public Sector
- AI in Accounting and Corporate Finance
- Internal and External Auditing

APPLIED INFORMATICS AND QUANTITATIVE METHODS IN ECONOMICS AND MANAGEMENT

- AI and Machine Learning in Economics and Management
- Business Analytics and Data-Driven Decision Making
- Business Information Systems
- E-business
- Decision Support Systems and Business Intelligence
- Mathematical modeling
- Financial Modeling
- FinTech, Digital Payments and Financial Technologies

CONFERENCE WORKSHOPS

As part of the collaboration with the **Academy of Management – Community Accelerator Program (AOM CAP)**, EBM 2026 will include a two-part pre-conference workshop series:

Part I – October 21, 2026 - *Publishing Research from the Western Balkans in Top-Tier Journals: Strategies and Insights*

Workshop Facilitators:

Joanna Campbell is Professor of Management in the Carl H. Lindner College of Business at the University of Cincinnati, where she currently serves as Head of the Department of Management. Her research focuses on how executives' backgrounds and experiences shape the organizations they lead, as well as on configurational theory and methods. Her work has appeared in leading journals, including the *Academy of Management Journal, Academy of Management Review, Journal of Management, Strategic Management Journal,* and *Organizational Research Methods*. She has held editorial and leadership roles in major academic associations and journals.

Shad Morris (Ph.D., Cornell) is the O. Leslie and Dorothy C. Stone Professor of Management and Director of the Whitmore Global Business Center at BYU Marriott School of Business. His research focuses on global talent management, team effectiveness, organizational change, and innovation, and has been published in leading academic journals. He has coauthored five books, advised executives at major global organizations, and held visiting positions at leading business schools worldwide. He has also served as Associate Editor of the *Academy of Management Review*.

This workshop is free of charge and open to interested researchers on a first-come, first-served basis, subject to available capacity. Please contact the EBM team at ebm@kg.ac.rs to register.

Part II – December 15, 2026 - *Paper Development Workshop*

Workshop Facilitators:

Sherry Thatcher is the Skinner Professor of Business at the University of Tennessee-Knoxville's Haslam College of Business and formerly served as Editor-in-Chief of the Academy of Management Review. Her research focuses on diversity, identity, conflict, and team faultlines, and has been published in leading journals including the *Academy of Management Journal, Academy of Management Review, Academy of Management Annals, Journal of Applied Psychology, and Organization Science*.

Shelley Brickson is an Associate Professor at the University of Illinois at Chicago. Her research focuses on identity, relationships, and well-being in organizations, examining how individuals, groups, and organizations shape positive stakeholder experiences. Her work has appeared in leading journals including the *Academy of Management Review, Organization Science, and Administrative Science Quarterly*. She has also served as an Associate Editor of the *Academy of Management Review* and has held leadership and editorial roles in major academic associations and journals.

The workshop is organized as part of the EBM 2026 Conference program. Participation details and eligibility requirements will be announced soon on the EBM 2026 Conference Website.

Participants are encouraged to attend both workshops, as Part I provides key guidelines and strategic insights, while Part II builds on it through a more practical, hands-on approach.

SUBMISSION GUIDELINES AND PUBLICATION OPPORTUNITIES

The detailed conference program is available on the EBM 2026 Conference Website, which will serve as the main source of information, including updates, and submission details.

Papers and discussions are not restricted to the aforementioned topics. Manuscripts connecting different track themes are also invited. Theoretical and empirical papers employing qualitative or quantitative methods, work-in-progress, PhD research, and practical cases are welcome.

All abstracts and subsequently full papers should be submitted electronically via email to ebm@kg.ac.rs. The submitted abstracts and full papers will be reviewed under a double-blind peer-review process. The Conference Book of Abstracts and certificate of presentation will be distributed to participants. The accepted papers will be published after the conference, in the Conference Proceedings.

Authors of selected high-quality papers will be invited to submit extended versions of their papers for possible publication in journals:

- ***Special issue of Economic Horizons –*** a peer-reviewed academic journal published by the Faculty of Economics and Business, University of Kragujevac and indexed in Scopus (Q3), DOAJ, ProQuest/ABI/INFORM, Cabell's Directories, Index Copernicus Journals Master List, EconLit, EBSCO, and Ulrich's Web. More information about the journal is available at: https://horizonti.ekf.rs/en/scientific-journal-econimics-horizons/
- ***Our Economy –*** a peer-reviewed academic journal published by the Faculty of Economics and Business, University of Maribor, Slovenia and indexed in DOAJ, EBSCO, EconBiz, ECONIS, EconLit, and ERIH PLUS. For more information about the journal, please visit the website of Our Economy:https://journals.um.si/index.php/oe/en/Home

Author guidelines are available on the EBM 2026 Conference Website,

The official language of the conference is English.

IMPORTANT DATES

Please note the following key deadlines:

- **Abstract Submission Deadline**: ~~15 September 2026~~ **October 15, 2026**
- **Notification of Abstract Acceptance**: ~~1 October 2026~~ **October 25, 2026**
- **Early Registration Deadline**: ~~15 October 2026~~ **November 15, 2026**
- **Full Paper Submission Deadline**: ~~31 October 2026~~ **November 15, 2026**
- **Notification of Paper Acceptance**: ~~15 November 2026~~ **November 30, 2026**

Abstracts should be submitted by email to ebm@kg.ac.rs.

REGISTRATION FEE

Participant Category	Early Registration	Late Registration
International Participants	€100	€150
International Doctoral Students	€50	€70
Participants from Serbia	12 000 RSD	18 000 RSD
Doctoral Students from Serbia	6 000 RSD	8 000 RSD

The registration fee includes the Book of Abstracts, refreshments during coffee breaks, lunches, the conference gala dinner, and a guided local excursion organized in the vicinity of the conference venue, providing participants with an opportunity to explore the cultural and natural attractions of the region.

CONFERENCE VENUE AND PROGRAM

Faculty of Economics and Business, University of Kragujevac

Address: Liceja Kneževine Srbije 3, 34000 Kragujevac, Serbia

The program will include keynote lectures, parallel scientific sessions with paper presentations, and interactive discussions among participants. The second day of the conference will include concluding remarks as well as social and networking activities, including a conference excursion.

The conference will be held at the Faculty of Economics and Business, University of Kragujevac. Explore the Faculty through a virtual tour: https://tourmkr.com/F1gKHDx0ls

For further information or any inquiries, please contact ebm@kg.ac.rs.

We look forward to welcoming you to Kragujevac in December 2026 for the EBM 2026 Conference!