



Editors / Urednik
Emeritus prof. dr Larisa Jovanović
Prof. dr Vadim Ermakov
Doc. dr Suzana Balaban

INTERNATIONAL SCIENTIFIC CONFERENCE

**GREEN ECONOMY IN THE FUNCTION
OF SOLVING GLOBAL ENVIRONMENTAL
PROBLEMS**

BOOK OF ABSTRACTS

MEĐUNARODNA NAUČNA KONFERENCIJA

**ZELENA EKONOMIJA U FUNKCIJI
REŠAVANJA GLOBALNIH EKOLOŠKIH
PROBLEMA**

KNJIGA APSTRAKATA

Belgrade / Beograd, 20 – 22. April 2023.

ECOLOGICA

Izdavač:

Naučno-stručno društvo za zaštitu životne sredine Srbije «ECOLOGICA»
11000 BEOGRAD, Kneza Miloša 7a, Telefon/Fax: (011) 32 44 248
E-mail: ecologica.drustvo@gmail.com; www.ecologica.org.rs

Za izdavača:

Emeritus prof. dr Larisa Jovanović,
Predsednik Upravnog odbora Društva «ECOLOGICA»

Odgovorni urednici:

Emeritus prof. dr Larisa Jovanović
Prof. dr Vadim Ermakov
Doc. dr Suzana Balaban

Pokrovitelj Konferencije:

Ministarstvo nauke, tehnološkog razvoja i inovacija Republike Srbije

Štampa:

Akadska izdanja, Zemun
Godina izdavanja 2023.
Tiraž 200

ISBN 978-86-89061-17-8

Posebnu zahvalnost Upravni odbor Naučno-stručnog društva za zaštitu životne sredine Srbije «Ecologica» izražava Savezu inženjera i tehničara Srbije, rukovodstvu i stručnoj službi za pomoć u pripremi i organizaciji Konferencije.

Scientific and Professional Society for Environmental Protection of Serbia, Belgrade; ALFA BK University, Institute of General and Physical Chemistry, Bulgarian National Union of Scientists - Ruse, Bulgaria; Bulgarian National Society of Agricultural Engineers "Engineering and Research for Agriculture", Bulgaria; Balkan Environmental Association (B.EN.A.)

**Under the patronage of
Ministry of Science, Technological Development and Innovation
of the Republic of Serbia**

INTERNATIONAL SCIENTIFIC CONFERENCE

**GREEN ECONOMY IN THE FUNCTION OF
SOLVING GLOBAL ENVIRONMENTAL
PROBLEMS**

BOOK OF ABSTRACTS

MEĐUNARODNA NAUČNA KONFERENCIJA

**ЗЕЛЕНА ЕКОНОМИЈА У ФУНКЦИЈИ
РЕШАВАЊА ГЛОБАЛНИХ ЕКОЛОШКИХ
ПРОБЛЕМА**

KNJIGA APSTRAKATA

Belgrade, 20-22 April 2023

Izdavač:

Naučno-stručno Društvo za zaštitu životne sredine Srbije ECOLOGICA,
11000 Beograd, Kneza Miloša 7a

Za izdavača:

emeritus prof. dr Larisa Jovanović, Predsednik UO Društva ECOLOGICA

Urednici:

emeritus prof. dr Larisa Jovanović
prof. dr Vadim Ermakov
doc. dr Suzana Balaban

Štampa: Akademska izdanja, Zemun, 2023.

Tiraž: 200

CIP - Katalogizacija u publikaciji

Народна библиотека Србије, Београд

338:502/504(048)
502/504(048)
502.131.1(048)

MEĐUNARODNA naučna konferencija Zelena ekonomija u funkciji
rešavanja globalnih ekoloških problema (2023 ; Beograd)

Book of Abstracts / International scientific conference Green economy in the
function of solving global environmental problems, Belgrade, 20-22 April 2023 =
Knjiga apstrakata / Međunarodna naučna konferencija Zelena ekonomija u
funkciji rešavanja globalnih ekoloških problema ; [urednici Larisa
Jovanović, Vadim Ermakov, Suzana Balaban]. - Beograd : Naučno-stručno
društvo za zaštitu životne sredine Srbije Ecologica, 2022 (Zemun : Akademska
izdanja). - 194 str. ; 25 cm

Na vrhu nasl str.: Scientific and Professional Society for Environmental Protection
of Serbia – ECOLOGICA ... - Tiraž 200. - Str. 5-8: Foreword = Predgovor / Larisa
Jovanović.

ISBN 978-86-89061-17-8

a) Економија -- Животна средина -- Апстракти b) Животна средина --
Апстракти v) Одрживи развој -- Апстракти

COBISS.SR-ID 113803785

CONTENT / SADRŽAJ

PLENARY LECTURES

PLENARNA PREDAVANJA

Vadim Ermakov	
	Concentration of chemical elements by organisms and the use of this function in biotechnology 23
Elena Salomatina, William Sarian	
	5G networks in the green economy 24
X. Cai, S.A. Ostroumov	
	Quantitative phytotoxic effects of membranotropic chemicals on plant species 26
William Saryan, Roman Umansky	
	Problems of sustainability management of the objects of the digital economy 27
Vyacheslav F. Zaitsev, Vladimir A. Chaplygin, Tatyana S. Ershova	
	Mercury in the food chains of the Caspian sea 28
Marijana Joksimović, Nikola Vukčević, Larisa Jovanović	
	The impact of cryptocurrencies on the environment and the increased risk of money laundering and the financing of terrorism at the micro and macro level 30
Sergey Tyutikov	
	The risk-oriented approach in the solution of problems of ecological safety of food monitoring in Russia..... 31
William Saryan	
	Existing limitations to reaching the noosphere..... 33
Marijana Joksimović, Suzana Balaban, Ivan Milenković	
	Comparative analysis of green growth indicators at the international level 34
Ivana Aleksić, Tanja Vujović, Ljiljana Arsić	
	Green and circular economy as symbols of environmental protection ... 35
Anna Sindireva	
	Biogeochemical cycles of trace elements in agroecosystems of Western Siberia 36
Nadezhda Kozlova Vyacheslavovna	
	Management features of knowledge-intensive enterprises in the state in modern economic, political and environmental conditions 37

S.A. Ostroumov

New concepts and terminology: application to scientific foundation for energy-saving, carbon-emission minimizing ecological biotechnology .. 39

Martina Bavec, Martina Robačar, Marion Champaille, Franc Bavec

Gastronomy based on traditional and organic foods in Podravje region (Slovenia) 40

Mario Lukinović, Lucia Škvareninová

The role of protected areas in the preservation of biodiversity 41

SECTION 1 – GREEN AND CIRCULAR ECONOMY AS THE BASIS OF SUSTAINABLE DEVELOPMENT

SEKCIJA 1 – ZELENA I CIRKULARNA EKONOMIJA KAO OSNOVE ODRŽIVOG RAZVOJA

Chugunova Anna Vladimirovna

Ai and digital transformation of the urban environment to achieve the objectives of the green economy 45

Tanja Živojinović, Nataša Bojković, Snežana Kaplanović

European green deal and transportation: goals and actions towards sustainability 46

Nikola Bošković, Marko Savićević, Miloš Dimitrijević

The contribution of the energy transition to the green economy development in the Republic of Serbia 47

Lela Ristić, Danijela Despotović, Petar Veselinović

Organic agriculture as a factor in the development of green economy ... 48

Vesna Aleksić

Compliance of fiscal and environmental policy in Serbia as a condition for solving environmental problems 49

Milan Brkljač, Jelena Lukić Nikolić

Green employer branding and company attractiveness for consumers in the digital age 50

Dejan Sekulić, Nina Maksimović Sekulić, Goran Dašić

The importance of the european green plan for consumers in the Western Balkans 51

Olja Munitlak Ivanović, Darko P. Nadić, Marko M. Vujić

Growth of the green economy through the growth of sustainable tourism and ecotourism 52

Marina Vesić, Maja Bogdanović

Ecotourism on salaš farms in Vojvodina as a green economic activity 53

Vesna Milanović, Ana Jurčić, Andrea Bučalina Matić

Organizational identification, green identity, and internal (green) marketing in the context of environmental protection 54

Andjelka Tripković, Ljiljana Arsić, Sanja Dobričanin	
Small and medium-sized enterprises as the backbone of the development of organic production in the Republic of Serbia	55
Jelena Raut, Nenad M. Jevtić, Vladimir Božović	
The role of green innovations in a contemporary and competitive environment	56
Miloš Ivaniš, Marko Ivaniš, Radivoj Prodanović	
Sustainable practices and competitiveness of agricultural enterprises	57
Jelena Erić Nielsen, Jelena Nikolić, Milica Carević	
Digital marketing as support in new venture development	58
Ana Anufrijević, Anđelka Aničić	
Economic instruments for improving waste management	59
Nenad Cvjetičanin	
The importance of digitization for the sustainability of different sectors of the economy	60
Ljiljana Brašanac-Bosanac, Nevena Čule, Ilija Đorđević, Goran Češljarić, Aleksandar Lučić, Ljubinko Rakonjac	
Circular bioeconomy and its significance in preserving natural resources in Serbia	61
Goran Dašić, Ana Anufrijević	
Green economy through the prism of digital transformation	62
Milos Tosovic	
Current aspects of environmental and energy security in the strategic framework of the development and functioning of the green economy	63
Maja Dimić, Aleksandra Gajdobranski, Svetislav Paunović	
Green economy – the economic growth driver after Covid-19 pandemic	64
Jelena Lukić Nikolić, Vladimir Mirković, Milan Brkljač	
Circular economy and banking industry in the digital age: case study of Erste bank a.d. Novi Sad	65
Ana Dukić, Ana Urošević, Dejan Riznić	
Green economy and quality of services in retail	66
Darko Radosavljević, Milica Stojković, Sonja Josipović, Ana Slavković, Maja Đolić, Ana Popović	
A holistic approach in establishing a model of a sustainable economy: national and the european perspective	67
Darko Nadić, Zoran Čupić	
Political science approach to the study of the role of “green economy” in contemporary environmental policy: analysis of performance in Serbia and the European union	68
Dejan Riznić, Adrijana Jevtić, Aleksandra Vuković	
Management aspects of green economy and green growth	69
Živorad Gligorijević, Aleksandar Manasijević, Marina Stanojević, Dragana Vasić	
Products with protected indication of geographical origin: potential of rural and regional development of the Republic of Serbia	70
Aleksandra Radić, Danijela Voza, Milovan Vuković, Nada Štrbac	
Evaluation of the environmental sustainability of the Balkan countries by analysing the environmental performance index	71

Ivana Luknar, Ilija Životić, Magdalena Nikolić	
Sustainability and green economy frameworks	72
Azemina Mashovic, Jelena Ignjatovic, Jovana Kisin	
Circular economy as an imperative of sustainable development in North Macedonia and Serbia	73
Luka Latinović, Mubarak Saeed Burshaid Al Dhaheri, Ibrahim Ali Alhudaili	
An overview of photovoltaic module's end-of-life material recycling pathways	74
Violeta Šiljak, Saša Vajić, Vojkan Bižić, Goran Zbiljić	
Circular economy: recycling of sports equipment	75
Olja Munitlak Ivanović, Marko M. Vujić	
Linear economy model vs. circular economy model	76
Ana Dukić, Ana Urošević, Dejan Riznić	
The impact of intellectual capital on the business performance of the green economy	77
Ivana Vučinić, Ljiljana Arsić, Sonja Vujović	
Possibilities of application of the circular economy concept in organic production	78
Suzana Knežević, Jelena Ignjatović, Andrea Okanović, Milan Glišić, Milena Milojević	
The importance of circular economy management of packing waste: the case of Serbia	79
Milan Janković, Adriana Jović Bogdanović, Aleksandra Gajdobranski, Ljubomir Miljković	
Organic agriculture and climate change	80
Radivoj Prodanović, Nenad Č. Bojat, Ivana Brkić, Katarina Đurić, Dragan Ivanišević	
Effects of climate change on profitability in crop production	81
Aleksandar Savić, Milan Mihajlović, Radan Kostić	
The influence of marketing mix practices on sustainable Development	82
Miloš Karajović, Milica Kaličanin, Zoran Kaličanin	
Green economy and corporate fraud	83
Milovan Vuković, Aleksandra Vuković, Nada Štrbac, Snežana Urošević	
Regional printed media as an actor of sustainable development of rural areas	84
Milica Luković, Danijela Pantović, Dejan Riznić, Marija Lakićević, Sonja Milutinović	
Place of biocultural heritage in post covid-19 tourism destination choice	85
Tijana Đukić, Dragan Doljanica, Gabrijela Popović	
Multiple-criteria evaluation of the smart cities characteristics as smart tourism destinations	86
Bojana Ostojić, Miodrag Vuković, Ljiljana Berezljjev	
Trends in the application of the concept of smart cities in the Western Balkan countries	87
Adrijana Jevtić, Aleksandra Radić, Dejan Riznić	
Development aspects of green marketing in Republic of Serbia	88
Ljiljana Jovčić, Milica Vasiljević Blagojević, Stefan Stefanović	
Health marketing in the function of sustainable development	89
Milos Tosovic	
Marketing in security education and improvement of environmental security	90

Aleksandra Stojkov Pavlović

Ecosystems of smart solutions - application and perspectives of the principles of smart cities in Serbia.....	91
----------------------------------------------------------------------------------------------------------------------	-----------

SECTION 2 – RENEWABLE ENERGY SOURCES AND ENERGY TRANSITION

SEKCIJA 2 – OBNOVLJIVI IZVORI ENERGIJE I ENERGETSKA TRANZICIJA

Mina Seović, Gvozden Tasić, Nikola Zdolšek, Petar Laušević, Stefan Mitrović,
Snežana Brković, Ivana Perović

Hydrogen in energy transition	95
--------------------------------------------	-----------

Dragana Božić, Vesna Conić, Ljiljana Avramović, Zoran Stevanović,
Radmila Marković, Vanja Trifunović, Miloš Janošević

Development of a new technology for obtaining ferric-phosphate for application in the production of lithium batteries	96
------------------------------------------------------------------------------------------------------------------------------------	-----------

Luka Latinović, Haris Bajrović, Nenad M. Jevtić

Constituents of plastic pellets and their position in waste management from the technological, economic and environmental safety aspects	97
------------------------------------------------------------------------------------------------------------------------------------------------------	-----------

Savo Radonjić

Improvement of energy efficiency in Serbia and protection of environment – legal framework	98
---------------------------------------------------------------------------------------------------------	-----------

Snežana Kaplanović, Aleksandar Manojlović, Tanja Živojinović

The role and importance of local incentive measures in the development of electromobility	99
--------------------------------------------------------------------------------------------------------	-----------

Ljiljana Arsić, Ivana Vučinić

Renewable energy sources: potentials and trends in the countries of the European union and the Western Balkans	100
-----------------------------------------------------------------------------------------------------------------------------	------------

Slobodan Cvetković, Mina Popović, Verica Ljubić, Jovana Perendija

Biogas technology in the function of energy production	101
---------------------------------------------------------------------	------------

Olivera Jovanović, Zorica Baroš

Outlook of the use of wind energy in Serbia	102
----------------------------------------------------------	------------

Aleksandra Brakus, Dejan Gligović

Ecological fragmentation of biofuels and health aspects of managing biofuels production	104
------------------------------------------------------------------------------------------------------	------------

Vladimir Vasić, Gordana Jančić, Branislav Kisin

Forestry and use of renewable energy sources on the example of SE “Srbijašume”	105
---------------------------------------------------------------------------------------------	------------

Mina Seović, Dubravka Milovanović, Gvozden Tasić, Nikola Zdolšek,
Stefan Mitrović, Snežana Brković, Ivana Perović

On the green path of innovation – hydrogen from laser-assisted alkaline electrolysis	106
---------------------------------------------------------------------------------------------------	------------

Goran Zbiljić, Violeta Šiljak, Saša Vajić, Katarina Radović	
Renewable energy and sports competitions	107
Dušica Karić, Borjana Mirjanić, Lidija Madžar	
Financial analysis of the company for the electricity production from wind energy: investment approach on the example of the fintel energy stock company	108

SECTION 3 – TECHNOGENESIS AND PROBLEMS OF ENVIRONMENTAL PROTECTION

SEKCIJA 3 – TEHNOGENEZA I PROBLEMI ZAŠTITE ŽIVOTNE SREDINE

S.A. Ostroumov, G.G. Matishov	
Solving problem of clean water: innovative theory of ecosystem self-purification of water and its application toward green biotechnology ...	111
Slavica Stevanović, Jelena Minović, Aida Hanić, Petar Mitić, Milena Kojić	
Environmental efficiency of the Serbian economy and its drivers	113
Marina Burachevskaya, Leonid Perelomov, Pavel Rodin, Maria Gurova, Ksenia Kiseleva, Yury Atroshchenko	
Adsorption of trace elements by organoclays based on cationic and anionic surfactants	114
V.S. Baranchukov, E.M. Korobova, A.V. Silenok, I.V. Kurnosova	
Assessment of contributions of technogenic factors to thyroid cancer risk in the urban population of the Bryansk region (Russia)	115
Sergey Tyutikov, Larisa Jovanović, Vdadamir Safonov, Vadim. Ermakov	
Geochemical ecology of animals and biotechnology	116
S.A. Ostroumov, A.V. Kiryushin	
New experimental data on chemico-biotic interactions exemplified by biosorption of lead (pb) by phylogenetic material: toward developing innovative biotechnology	117
Andrey Cheremisin, Oleg Kuznetsov, Galina Khovanskaya, Evgeny Onegin, Tatiana Rovbut	
The content and balance of trace elements in the hair of young children of the western region of Belarus	118
Tamara Gajinov, Ozren Uzelac, Marija Mijatović	
Legal aspects of light pollution	119
Tatjana Davidov, Maja Vojinović, Ilija Subotić, Aleksandra Brakus	
A web software solution in support of an allergen-free environment	120
Valentina Danilova, Alexander Degtyarev, Ulyana Gulyaeva, Vadim Ermakov	
Assessment of the concentration of thiocontaining substances in plants during environmental studies	121

J. Stanojković, A. Čučulović, R. Čučulović, N. Radaković, S. Nestorović, M. Sabovljević, M. Vujičić	Radioactivity in mosses and soils collected 2018 and 2019 in region Dobra, NP Djerdap	122
Leonid Perelomov, Olga Sizova, Loik Mukhtorov, Anastasia Tretyakova, Yury Atroshchenko	Metal tolerant bacteria of sewage sludge from wastewater treatment plants	123
Radule Tošović	Current news of coal mineral economy, business decision-making and connection with the green economy	124
Milica Luković, Danijela Pantović, Marija Kostić, Sonja Veljović, Jovan Bugarčić	Food plant diversity in cultural ecosystem services perspective: could they be drivers of gastro-tourism offer improvements	125
Natallia Sycheuskaya, Natallia Bashun	Analysis of gliadin content in developed dishes for children with celiac disease	126
Marina Opekunova	Ecological and biogeochemical monitoring of environmental pollution during the operation of oil and gas condensate fields in the north of Western Siberia.....	127
Mihajlo Stanković	Threat factors and their influence on the natural values of the Zasavica special nature reserve	128
Veroslava Kocić, Ivana Zlatković, Dušica Ćirković, Svetlana Bogdanović, Jugoslav Trajković	The influence of abiotic, ecological and climatic factors on the development of seedlings of wild pear <i>pyrus communis l.</i> and the importance of preserving indigenous pear varieties in the Toplički district	130
Andrei Safonov	Plants of donbass for environmental monitoring	131
Elena Evstafieva	A systematic approach to the scientific regulation of interaction in the "society-nature".....	132
Ivan Kapitalchuk, Marina Kapitalchuk	The ways of restoring the soils in Moldova	133
Ana A. Čučulović, Jelena N. Stanojković, Rodoljub D. Čučulović, Saša M. Nestorović, Nenad Z. Radaković	Mass concentration of potassium, thorium and uranium in the soil of the region dobra, NP Djerdap, in period 2018-2020 years	134

Dmitry Yusupov, Natalia Baranovskaya	
Application of biogeochemical methods indication of industrial pollution of territories	135
Alexander Degtyarev, Valentina Danilova, Sergey Tyutikov, Fedor Golubev, Vladimir Safonov, Ulyana Gulyaeva, Vadim Ermakov	
Assessment of the content of macro- and trace elements in the cuts of meadow plants of the european part of Russia	136
Gennady Aksenov	
Synchronicity of biological formation and geological past in the works of V.I. Vernadsky	137
N.O. Kovaleva	
The importance of local biogeochemical cycles in the evolution of mountain landscapes	138
Sanja Stojanović, Smiljana Marković, Irma Dervišević, Svetlana Ristić	
Review and analysis of the state of air pollution in the area of Kosovska Mitrovica and Zvečan	139
Vladimir Vasić, Bratislav Kisin, Gordana Jančić, Zvonimir Baković	
Forests of the owners (individual persons) in the area of central Serbia, condition, potential, risks and challenges of management	140
Aleksandar Gošić, Siniša Sremac, Dragan Smiljanić	
Road safety measures in the transport of dangerous goods through tunnels	141
Natalia Kovaleva	
Disturbances of the biological cycle of chemical elements in ecosystems of mountain pastures	142
Vera Stanković, Ana Batričević	
The need and possibilities of improving the protection of biodiversity within the legal framework - the case study of the Reva marsh	143
Lidija Stamenković, Vladanka Presburger Ulniković, Tijana Milanović, Gordana Bogdanović, Damjan Stanojević	
Prediction of NH₃ emissions from the agriculture sector using MLR and ANN	144
Marko M. Vujić, Darko P. Nadić, Olja Munitlak Ivanović	
Productivity and perspective of the concept of ecological modernization	145
Olivera Jovanović, Saša Marković	
Global warming	146
Radivoj Prodanović, Nenad Bojat, Ivana Brkić, Katarina Đurić, Dragan Ivanišević	
Effects of climate change on profitability in crop production	147
Mladen Prvulović, Aleksandar Ostojić, Sara Stanković	
Monitoring of rupicapra rupicapra l. Species on the chosen regions of national park djerdap territory and behavioral characteristics in relation to the presence of an unmanned aerial vehicle – drone	148

Radica Bojičić, Anđelka Tripković	
The influence of organic production on the business of agricultural farms	149
Ivan Božović, Jelena Božović	
Environmental terrorism as the main threat to sustainable development and protection measures	150
Aleksandra Tasić, Ivan Pavlović, Tatjana Šolević Knudsen, Dušan Nikolić	
Pesticides and environmental pollutants in organic honeys according to their diversity of production areas in order to protect human health	151
Danijela Veličković	
Analysis of extreme waters in the lim basin in the territory of Montenegro for the period from 2008 to 2021	152
Aleksandra Tasić, Ivan Pavlović, Marija Pavlović	
Importance and development of method for pesticide control in milk from organic production	153
Branko Slavković, Budimir Sudimac, Ljubica Kovačević	
Brownfield investments in Serbia with the aim of reducing CO₂ emissions and preserving the environment: case study	154
Lidija Stamenković, Stefana Todorović, Gordana Bogdanović, Jelena Marković, Tijana Milanović	
Prediction of air quality parameters on the territory of the city of Vranje using vnm and economic and industrial indicators	155

SECTION 4 – THE ROLE OF INSTITUTIONS IN FINANCING ENVIRONMENTAL PROTECTION

SEKCIJA 4 – ULOGA INSTITUCIJA U FINANSIRANJU ZAŠTITE ŽIVOTNE SREDINE

Biljana Pejović, Slobodan Petrović	
Financing sustainable development under the legislation of the Republic of Serbia: deficiencies and proposals for improvement	159
Milan Beslać, Vladan Cogoljević, Slavoljub Vujović	
Financing of organic production and its impact on the development of rural, ethno, and eco-tourism in Serbia	160
Biljana Pejović	
Specificities of financing sustainable development by kraudfanding	161
Ivan Božović, Jelena Božović	
Challenges of financing eco-tourism in Republic of Serbia	162

Maja Mladenović, Krsto Jakšić, Jelena Đorović	
Possibilities and perspectives of developing ecotourism in municipality of Zvečan	163
Nemanja Radovanović, Nikola Živić	
Sustainable development and covid-19: state measures and funding problems	164
Anđelka Račić, Borivoje Baltezarević	
Ecotourism: family and cultural values synergy	165
Anđelka Tripković, Ljiljana Arsić, Jelena Premović	
Ecotourism as a development chance of rural areas in Kosovo and Metohija	166
Dragan Milošević, Željko Praštalo, Svetlana Polavder, Jasmina Nešković	
Potential requirements for ecotourism in industrial area of Kostolac ...	167
Biljana Ilić, Slavica Anđelić, Miloš Nikolić	
Ecotourism and the importance of human resources	168
Miloš Petković	
What are the drivers of competitive advantage coming from green intellectual capital during 2022 global economic crisis?	169
Vladimir J. Mitrović, Željko V. Dević, Ivana J. Mitrović	
Institutional support for the development of circular economy	170
Violeta Jovanović, Sunčica Stanković	
Selection of factors influencing green innovation using the AHP method	171
Marija Paunović, Marijana Joksimovic, Jelena Doganjić	
Blockchain as basis for ecosystem model insurance in international business	172
Krsto Jakšić, Adrijana Vuković, Lazar Cvijić	
Entrepreneurial aspect of the concept “polluter pays”	173
Bojan Savić	
The environmental accounting as a factor in supporting the development of the green economy	174
Ana Anufrijević	
Green finance and accounting approach support in the function of sustainable economic development	175
Grozdana Marinković	
Environmental aspects of reporting of large-sized enterprises in Serbia	176
Dragana Trifunović, Goran Lalić, Mirjana Tankosić	
The impact of corporate social responsibility on sustainable business	177
Mirjana Mijoković	
Non-financial reporting on the environment and social responsibility ...	178

Marija Mijatović, Tamara Gajinov, Ozren Uzelac	
Planned obsolescence as a manufacturer's corporate strategy – conceptual definition, implementation consequences and legal regulation	179
Jelena Petrović, Dragan Živković, Jovan Rudež	
The impact of cyber security on the hotel industry and the Environment	180
Slobodan Petrović, Andrija Blanuša, Ana Grbić	
Peace, justice and strong institutions as the sustainable development goals: aspects and practice in the Republic of Serbia	181
Marko Slavković, Marija Mirić	
Perceptions of green human resource management: a comparison between prospective and current employees in serbian context	182
Aleksandra Bradić-Martinović, Larisa Kostić, Jelena Banović	
Digital skills in the function of sustainable tourism in Serbia	183
Jelena Banović, Aleksandra Bradić-Martinović	
Document digitization for environmental protection	184
Ivana Bešlić Rupić, Dragana Bešlić Obradović, Bojan Rupić	
The importance of digitalization for the sustainability of accounting	185
Biljana Tešić	
The impact of the pandemic on digital transformation in the field of organization of business in enterprises in Serbia	186
Jelena Krpić	
Disclosure of climate risk information in companies' reports	187
Saša Virijević Jovanović, Goran Đoković, Aleksandra Pušara, Aleksandra Pavićević	
The concept of sustainability in e-commerce	188
Adrijana Jevtić, Aleksandra Radić, Dejan Riznić	
Green marketing and development aspects of green marketing in Republic of Serbia	189
Jovan Stanojević, Dejan Riznić, Aleksandra Vuković	
New approaches to studying green marketing from the perspective of artificial intelligence	190
Bojana Ostojić, Miodrag Vuković, Boris Latinović	
Marketinški aspekti upravljanja projektnim rizicima u razvoju sportskih ekoloških kampova	191
Saša Vajić, Violeta Šiljak, Olivera Gajević, Nenad Gligorić, Nikola Pešić	
Environmental preservation trends in modern sports	192
Bojana Ostojić, Ljiljana Berezljev, Boris Latinović	
Socio-ecological model in sports marketing	193
Radule Tošović	
Economic evaluation of mineral reserves, green finance in the mineral sector and green economy	194

BLOCKCHAIN AS BASIS FOR ECOSYSTEM MODEL INSURANCE IN INTERNATIONAL BUSINESS

Marija Paunović, Marijana Joksimovic, Jelena Doganjić

¹University of Kragujevac, Faculty of Hotel Management and Tourism, Serbia
University „MB”, Faculty of Business and Law, Belgrade, Serbia

²Alfa BK University, Faculty of Finances, Banking and Auditing, Belgrade, Serbia

³University „MB”, Faculty of Business and Law, Belgrade, Serbia
Milenijum osiguranje Insurance Company, JSIC, Belgrade, Serbia

Blockchain technology plays an increasingly important role in achieving sustainability in business practices through resources for extending the life cycle of a given product and maximizing their use. Most of the Blockchain literature is devoted to the general financial sector with an emphasis on the banking sector. It observes the limited attention paid to other financial sectors, especially insurance sector, and responds how to adopt Blockchain technology as digital transforming components of the business model in the insurance industry.

The possibilities of Blockchain application in insurance are numerous, from the processing of compensation claims and fraud detection, payment, data structuring to reinsurance etc., which leads to a significant increase in efficiency, cost savings, transparency, faster payments, with the sharing of data in real time between different parties in a reliable and traceable manner the way. Especially, Blockchain technology brings the higher security in business network and smart contracts.

The authors analyze in the paper Blockchain as basis for ecosystem model insurance in international business and proposed empirical model for Blockchain implementation in insurance network and business processes.

Keywords: Blockchain, Insurance, International Business and Ecosystem Model.

This paper is part of the results of research on project U 01/2023 Green economy in the era of digitization, Faculty of Finance, Banking and Auditing, Alpha BK University.