

### **LIMEN 2025 Conference Proceedings Content**

- 1. (POTENTIAL) RETURN ENTREPRENEURS IN CROATIA LESSONS (TO BE) LEARNED FROM MIGRANT ENTREPRENEURS AND DIGITAL NOMADS -
- 2. "STORYTELLING AND THE PROMOTION OF SLOW TOURISM IN ALBANIA: FROM DIGITAL NARRATIVES TO AUTHENTIC EXPERIENCES."
- 3. A REVIEW OF CURRENT ISO STANDARDS FOR INNOVATION MANAGEMENT SYSTEMS
- 4. A SOCIAL NETWORK ANALYSIS OF LOCAL GASTRONOMIC POINTS AS ECOSYSTEM NODES OF NEO-ENTREPRENEURSHIP IN THE CIRCULAR BIOECONOMY
- 5. ACCOUNTING INFORMATION AND TRANSPARENCY IN TOURISM IN THE AGE OF DIGITAL TRANSFORMATION
- 6. ADAPTING TO CHANGE: THE JOINT EFFECTS OF AGILITY, PLANNING, AND TECHNOLOGICAL TURBULENCE ON FIRM PERFORMANCE
  - AI AND CONSTITUTIONAL LAW: SAFEGUARDING HUMAN RIGHTS IN AN
- 7. ALGORITHMIC SOCIETY FEEDBACK LOOPS, BIAS, AND EMERGING HUMAN RIGHTS STANDARDS
- 8. AI READINESS IN EDUCATIONAL INSTITUTIONS: A POLICY-ALIGNED FRAMEWORK FOR STRATEGY, GOVERNANCE, AND RESPONSIBLE ADOPTION
- 9. AI-DRIVEN CREDIT SCORING IN ALBANIAN MICROFINANCE INSTITUTIONS
- 10. AI-ENABLED MARKETING-SALES PROCESSES: WHERE TIME IS LOST AND HOW GENAI HELPS
- 11. ALGORITHMIC SOVEREIGNTY: HOW SMALL STATES CAN PRESERVE AUTONOMY IN AN AI-DRIVEN WORLD
- 12. ALIGNMENT OF GRADUATE COMPETENCIES WITH LABOR MARKET NEEDS IN FINANCIAL SECTOR. A REGIONAL ANALYSIS IN KORÇË, ALBANIA.
- 13. ANALYSIS OF E-COMMERCE INTEGRATION INTO ERP SYSTEMS: LITERATURE REVIEW
- 14. ANALYSIS OF THE POSITION OF WOMEN IN THE HEALTH SECTOR: CASE STUDY IN A HEALTH ORGANIZATION
- 15. APPLICATION OF VALUE-BASED APPROACHES IN STUDYING STUDENT ATTITUDES TOWARDS SUSTAINABLE DEVELOPMENT
- 16. ARTIFICIAL INTELLIGENCE ADOPTION TRAJECTORIES IN EU SMES: DIFFUSION PATTERNS AND CLUSTERING
- 17. ASSUMPTIONS THAT GIVE A CHANCE FOR SUCCESS IN THE INTERNATIONAL MARKET
- 18. BEHAVIORAL EXPECTATIONS AND THE MACROECONOMIC EFFECTS OF FINANCIAL LITERACY AND COGNITIVE BIASES: A PRISMA-GUIDED BIBLIOMETRIC REVIEW
- 19. BEHAVIORAL PERSPECTIVE ON THE DETERMINANTS OF FOOD WASTE IN URBAN HOUSEHOLDS
- 20. BETWEEN DIFFERENCES AND SIMILARITIES: REGIONAL PROFILE OF DIGITALIZATION IN BULGARIAN HEALTHCARE



- 21. BEYOND TRADITIONAL CREDIT SCORING: INTEGRATING MACHINE LEARNING, GENERATIVE AI, AND GRAPH-BASED MODELS
  BURDEN OR SUPPORT? EXAMINING THE IMPACT OF EMPLOYEES' APPRAISALS OF
- 22. ARTIFICIAL INTELLIGENCE, ROBOTICS, AND AUTOMATION ON SERVICE PERFORMANCE
- 23. BUSINESS LONGEVITY: WHAT WE CAN LEARN FROM FAMILY FIRMS
- 24. CALIBRATION AND THRESHOLD OPTIMIZATION FOR LOW-VISIBILITY FORECASTING
- 25. CHANNELIZING LEADERFUL PRACTICE: DIGITAL TRANSFORMATION AS THE CONDUIT FROM RELATIONAL CAPACITY TO SUSTAINABILITY PERFORMANCE CIRCULAR ECONOMY AND SUSTAINABLE TOURISM: A SYSTEMATIC LITERATURE
- 26. REVIEW ON DEVELOPMENT TRENDS, ENVIRONMENTAL APPLICATION FOCUS, AND SOCIAL-SYSTEMIC GAPS.
- 27. CLOUD SECURITY IN PUBLIC HEALTHCARE ORGANIZATIONS: TRENDS, GAPS, AND STRATEGIC DIRECTIONS
- 28. CLUSTER-BASED COMPARATIVE ANALYSIS OF HOTEL FINANCIAL PERFORMANCE IN ROMANIA AND HUNGARY DURING THE COVID-19 PERIOD (2018–2022)
- 29. COMMUNICATION PATTERNS OF B2B INFLUENCERS ON LINKEDIN: A QUALITATIVE CONTENT ANALYSIS
- 30. COMMUNITY-BASED TOURISM FOR ECONOMIC REVITALIZATION AND CULTURAL HERITAGE IN NORTHERN ALBANIA
- 31. COMPARATIVE ANALYSIS OF ERASMUS+ MOBILITY ACROSS EU COUNTRIES
- 32. COMPARISON OF SLOVAKIA REGIONS ON THE BASIS OF INDICATORS OF POVERTY AND SOCIAL EXCLUSION IN 2023
- 33. COMPETITIVENESS AND THE BANKING SECTOR: FRAMEWORKS AND FUTURE PERSPECTIVES IN EUROPEAN DIGITAL FINANCE
- 34. CONSUMER DEMAND AND MARKET DYNAMICS OF FOOD PRODUCTS: THE IMPACT OF GLOBAL CRISES AND STRUCTURAL TRENDS

  CONSUMER PERCEPTION OF GREENWASHING AND GREEN PURCHASE INTENTION
- 35. IN THE FOOD AND CLOTHING SECTORS. EVIDENCE FROM TRANSYLVANIAN REGION (ROMANIA) A PILOT STUDY
- 36. CONTEMPORARY ENVIRONMENTAL SECURITY RISK MANAGEMENT IN THE CONTEXT OF THE COPENHAGEN SCHOOL OF SECURITY
- 37. CREATIVE INDUSTRIES AND RELIGIOUS TOURISM: SYNERGIES BETWEEN CULTURE, SPIRITUALITY, AND ECONOMY
- 38. CSRD IMPLEMENTATION IN THE BANKING SECTOR: A FIRST-YEAR ASSESSMENT OF COMPLIANCE WITH ESRS
- 39. CUSTOMER RELATIONSHIP MANAGEMENT
- 40. DESIGN OF AN INTELLIGENT SYSTEM FOR AUTOMATED PERSONALIZATION IN B2B SALES PROCESSES
- DETERMINANTS OF PROFITABILITY OF SMES IN THE ACTIVITY OF TRAVEL
  41. AGENCIES AND TOUR OPERATORS: EMPIRICAL INSIGHTS FROM THE REPUBLIC OF
  CROATIA



- 42. DETERMINANTS OF RETIREMENT PLANNING IN ALBANIA: A QUASI-EXPERIMENTAL STUDY
- 43. DIFFERENCES IN THE PERCEPTION OF SOCIALLY RESPONSIBLE BUSINESS PRACTICE AND PURCHASE INTENTIONS
- 44. DIGITAL COMPETENCE ASSESSMENT IN HIGHER EDUCATION: A METHODOLOGICAL CONTRIBUTION WITH POLICY IMPLICATIONS
- 45. DIGITAL ENGAGEMENT IN EDUCATION: AN ANALYSIS OF WEB 2.0 TOOLS AND COLLABORATIVE LEARNING PLATFORMS
- 46. DIGITAL TWINS FOR ENHANCED ACADEMIC ENTREPRENEURIAL KNOWLEDGE
- 47. DIGITALIZING EQUALITY: THE INTEGRATION OF GENDER RESPONSIVE BUDGETING IN GOVERNANCE SYSTEMS IN ALBANIA
- 48. DOES MICROCREDIT FAVOUR TOURISM ENTREPRENEURSHIP? EVIDENCE AND PERSPECTIVES FROM ALBANIA
- 49. DOMAIN NAMES AS EVIDENCE
- 50. DRIVERS OF GREEN INNOVATION BEHAVIOR AMONG UNIVERSITY STUDENTS IN SAUDI ARABIA
- 51. ECONOMIC GROWTH, VULNERABILITY, AND INTRA-NATIONAL INEQUALITIES: ITALIAN TRENDS, 2004-2023
- 52. ECONOMICS OF AI-EMPOWERED ORGANIZED CRIME
- 53. EDUCATING LEADERSHIP: EMOTIONAL PEDAGOGY, HUMAN CAPABILITIES AND DECISION-MAKING IN THE DIGITAL ECONOMY
- 54. EFFICIENCY AND CHALLENGES OF THE ONE STOP SHOP SYSTEM: IMPLEMENTATION IN THE SLOVAK REPUBLIC
- 55. EMOTIONAL INTELLIGENCE ACROSS TRANSFORMATIONAL LEADERSHIP CONTEXTS: COMPARATIVE ANALYSIS OF ASSESSMENT MODELS EMPIRICAL ANALYSIS OF THE INTERCONNECTION BETWEEN BANK LIQUIDITY AND
- 56. ECONOMIC INDICATORS: IMPLICATIONS FOR MONETARY TRANSMISSION AND FINANCIAL STABILITY
- 57. EMPIRICAL ASSESSMENT OF THE ROUGH HESTON MODEL FOR CRYPTO OPTIONS VOLATILITY
- 58. EMPLOYER BRANDING AND INDUSTRY ATTRACTIVENESS IN CENTRAL EUROPE: CROSS-COUNTRY EVIDENCE FROM GENERATION Z
- 59. ENHANCING DECISION-MAKING AND OPERATIONAL EFFICIENCY IN SMES THROUGH BUSINESS INTELLIGENCE TOOLS
  - ENVIRONMENTAL CHALLENGES IN MODERN AGRICULTURE: INTEGRATING
- 60. MICROPLASTIC POLLUTION, MANURE MANAGEMENT, AND BIOECONOMY STRATEGIES
- 61. EVALUATION AND DEVELOPMENT DIRECTIONS OF FESTIVALS BASED ON THE GETZ MODEL THROUGH THE EXAMPLE OF BALATONLELLE KISHEGY
- 62. EVALUATION OF STOCK MARKET CLASSIFICATION TOOLS
- 63. EXPLORING HYBRID WORK ORIENTATION PROFILES IN PORTUGUESE PUBLIC ADMINISTRATION SERVICES



- 64. FINANCIAL LITERACY FOR A CHANGING GENERATION
- 65. FINANCIALIZATION OF THE ECONOMY AND DEMOCRACY
- 66. FINTECH INNOVATIONS AND NEW FINANCING OPTIONS FOR SMALL AND MEDIUM-SIZED ENTERPRISES' EXPORTS
  - FISCAL CONSOLIDATION IN CONDITIONS OF LIMITED FISCAL SPACE AND THE
- 67. GROWING NEED FOR IMPOSED SUBSIDIES WESTERN BALKAN COUNTRIES NORTH MACEDONIA
- 68. FROM PENCILS TO PROCESSORS: HOW AI TRANSFORMS ORGANIZATIONAL PROCESSES AND INTEGRITY IN SCHOLARLY PUBLISHING
- 69. FROM POLICY TO PRACTICE: IMPLEMENTING SUSTAINABLE DEVELOPMENT GOALS IN HIGHER EDUCATION
- 70. FROM PREHISTORIC SHARING TO SOCIAL IMPACT BONDS: THE NEVER-ENDING REDISTRIBUTION CHALLENGE
- 71. FROM RECRUITMENT TO RETENTION: EVALUATING THE LONGITUDINAL IMPACT OF DIGITAL MATCHING ON WORKER PERFORMANCE IN THE SHIPBUILDING SECTOR
- 72. FROM STRATEGY TO IMPACT: ASSESSING BULGARIA'S SMART SPECIALISATION FRAMEWORK IN THE CONTEXT OF INDUSTRY 4.0 AND INDUSTRY 5.0
- GENDERED INTELLIGENCE IN AI GOVERNANCE: A PEDAGOGICAL AND MANAGERIAL 73. PERSPECTIVE ON HISTORY, IDENTITY, AND INCLUSIVE INNOVATION IN THE ALGORITHMIC AGE.
- GEOGRAPHIC INFORMATION SYSTEM FOR MONITORING AREAS WITH THE HIGHEST 74. VULNERABILITY TO SEVERE WEATHER EVENTS. CASE STUDY: HAIL
- MANIFESTATIONS IN ROMANIA
- 75. GEOSPATIAL SUPPORT SYSTEM AS A BASIS FOR HIGH QUALITY MAP PREPARATION
- 76. GLOBAL GROWTH AND LOCAL ADAPTATION: TESLA'S INTERNATIONALIZATION STRATEGY BETWEEN INNOVATION AND NATIONAL REQUIREMENTS
- 77. GOVERNANCE AND ECONOMIC DEVELOPMENT IN THE BALKANS: THE ROLE OF INSTITUTIONAL QUALITY IN EUROPEAN INTEGRATION
- 78. GREEN MANAGEMENT STRATEGIES IN RENEWABLE ENERGY TECHNOLOGY DEPLOYMENT: IMPLICATIONS FOR SOCIETAL WELFARE
- 79. HOW THE APPLICATION OF ARTIFICIAL INTELLIGENCE IS TRANSFORMING THE FIELD OF HUMAN RESOURCE MANAGEMENT
- HOW TO ASSESS THE FINANCIAL AND NON-FINANCIAL (SUSTAINABLE)

  80. PERFORMANCE OF GLOBAL COMPANIES? A CASE STUDY FOR THE FOUR LARGEST US SPORTSWEAR FIRMS
- 81. INNOVATION, DIGITAL PUBLIC SERVICES AND CORRUPTION CONTROL: EVIDENCE FROM EU PANEL DATA
- 82. INNOVATIVE IOT-BASED SENSOR SYSTEMS AS A TOOL FOR SUSTAINABLE URBAN ENVIRONMENT MANAGEMENT
- 83. INSIGHTS INTO ICT STUDENTS' ATTITUDES ABOUT WORK AND PRIVATE LIFE BALANCE
  - INTEGRATING SOCIAL MEDIA ADOPTION AND LONG-TERM FINANCIAL SUCCESS OF
- 84. COMMUNITY-BASED TOURISM ENTERPRISES: TOUR OPERATOR STAKEHOLDERS AS THE MODERATORS



- INVESTIGATING THE DETERMINANTS OF GREEN MANUFACTURING EMPLOYMENT 85. USING THE MMQR METHOD: EMPIRICAL EVIDENCE FOR THE TOP 14 MANUFACTURING COUNTRIES
- 86. JUDICIAL REVIEW OF RETURN DECISIONS: A CASE STUDY ON THE LAWFULNESS OF REMOVAL MEASURES AGAINST FOREIGN NATIONALS IN ROMANIA
- 87. LEADERSHIP AND STRATEGY IN THE DIGITAL BUSINESS ENVIRONMENT: INSIGHTS FROM A STRATEGIC MANAGEMENT SURVEY
- 88. LEADERSHIP AS A TOOL FOR SUSTAINABLE REGIONAL DEVELOPMENT
- 89. LEADERSHIP SKILLS IN A LEAN CONTEXT: THE ROLE OF LEADERS IN IMPLEMENTING SHOPFLOOR MANAGEMENT
- 90. LEADERSHIP THEORIES AND THE GOVERNANCE OF HIGHER EDUCATION INSTITUTIONS: A CRITICAL REFLECTION
- 91. LEADERSHIP, PRAXIS AND FREEDOM IN THE DIGITAL ECONOMY: A PEDAGOGICAL-CRITICAL PERSPECTIVE
- 92. LEGAL CHARACTERISTICS OF THE MACEDONIAN INSURANCE SECTOR TOWARDS EU INTEGRATION
- 93. LNG TERMINAL KRK AS A DRIVER OF CROATIA- U.S. ECONOMIC COOPERATION AND THE EU ENERGY MARKET
- 94. LONGITUDINAL NMF TOPIC MODELLING ANALYSIS OF EU INDUSTRIAL POLICY RESEARCH, 2000–2025
- 95. MACROECONOMIC INSTABILITY AND THE RISE OF DECENTRALIZED FINANCE: A QUALITATIVE STUDY OF ADOPTION DRIVERS AND BARRIERS
- 96. MAKING INTANGIBLES VISIBLE: HOW PREPARERS INTERPRET AND USE INTELLECTUAL CAPITAL IN CORPORATE REPORTING

  MANAGEMENT MODEL FOR THE GUADALAJARA WINE TOURISM ROUTE FOR
- 97. SUSTAINABLE DEVELOPMENT, IMPROVING CONSUMER WELL-BEING AND HAPPINESS, PRESERVING HERITAGE AND HALTING DEPOPULATION IN RURAL AREAS.
- 98. MANAGERIAL AND ECONOMIC ADVANTAGES OF APPLYING THE INTERNAL BUSINESS CONTROL SYSTEM IN MINERAL SECTOR ENTERPRISES
- 99. MERGERS AND ACQUISITIONS IN THE HOTEL INDUSTRY: GLOBAL INSIGHTS AND CHALLENGES IN TRANSITION ECONOMIES WITH A FOCUS ON CROATIA
- MICRO-DIGITALIZATION AND GREEN IMPACTS IN WOMEN'S BUSINESSES: COMPARATIVE ANALYSIS OF BIH & NM
- 101. MYTHS OF QUALITY MANAGEMENT: DEMING AND JURAN. AN EXPLORATION OF THEIR GLOBAL INFLUENCE
- 102. NEW CHALLENGES IN THE DEVELOPMENT OF GLOBALIZED MODERN ENTREPRENEURSHIP
- 103. ONLINE BANKING PRODUCT
- PERCEIVED HUMAN RESOURCE POLICIES AND PRACTICES IN THE INSURANCE SECTOR: A CORRELATIONAL STUDY OF SEX AND EMPLOYMENT LENGTH
- 105. PORTFOLIO MANAGEMENT THROUGH THE LENS OF SUSTAINABLE FINANCE AND ESG INVESTING



- 106. PREDICTING HOTEL CANCELLATIONS: MACHINE LEARNING FOR GUEST BEHAVIOR AND REVENUE OPTIMIZATION
- 107. PREDICTORS OF ENTREPRENEURIAL OPPORTUNITY RECOGNITION: INSIGHTS FROM ONLINE LEARNING AND SELF-EFFICACY
- 108. RECRUITMENT PRACTICES OF SWISS EMPLOYMENT AGENCIES IN THE NURSING CARE SECTOR THROUGH HOFSTEDE'S CULTURAL DIMENSIONS
- 109. REGIONAL DIFFERENCES IN ESG, FINANCIAL PERFORMANCE AND RISK: EMPIRICAL ANALYSIS ON INDUSTRIAL COMPANIES
- 110. RELATING FINANCIAL LITERACY AND SHARING BEHAVIOR: CASE OF AUTONOMOUS VEHICLE RIDESHARING IN BALKANS
- 111. RESEARCH AND DEVELOPMENT AND EDUCATION IMPACT ON ECONOMIC TRANSFORMATION
- 112. RESOURCE PRACTICES IN TYROLEAN HOTELS: IMPLICATIONS FOR RESILIENCE AND ENVIRONMENTAL SUSTAINABILITY
- 113. RETHINKING EDUCATIONAL LEADERSHIP IN THE DIGITAL AGE: COMPLEXITY, INEQUALITY AND HUMAN DEVELOPMENT IN EUROPE
- 114. RETHINKING E-GOVERNANCE EVALUATION: AN INTEGRATED METHODOLOGICAL PERSPECTIVE
- 115. RETURN OF ASSETS IN SUSTAINABLE BUSINESS MODEL IN COMPANIES IN CROATIA
- 116. RISK ANALYSIS AS AN INTEGRAL PART OF ANTI-BRIBERY MANAGEMENT SYSTEM
- 117. SAP FIORI USER INTERFACE A SYSTEMATIC MAPPING STUDY
- SCIENCE AS A BRIDGE BETWEEN CULTURES: CULTURAL DIPLOMACY IN THE ERA OF GLOBAL ACADEMIC COLLABORATION
- 119. SCROLL, SWAY, SELL: HOW INSTAGRAM INFLUENCERS QUIETLY SHAPE YOUNG WOMEN'S PURCHASING DECISIONS
  SHORT-TERM GAINS AND EMERGING LONG-TERM CONCERNS: A SYSTEMATIC
- 120. REVIEW AND SYNTHESIS OF META-ANALYTIC EVIDENCE ON AI'S IMPACT ON STUDENT CREATIVITY AND PROBLEM-SOLVING
- 121. SPATIAL SPILLOVER EFFECTS OF INSTITUTIONAL REFORMS AND NATURAL RESOURCES RENT ON POLITICAL STABILITY IN SUB-SAHARAN AFRICA
- 122. STRATEGIC MANAGEMENT AND ZONING FOR AGRI-TOURISM IN NORTHERN ALBANIA (2023–2025)
- 123. STRENGTHENING NURSING ETHICS FOR SUSTAINABLE HOSPITAL MANAGEMENT: CHALLENGES AND OPPORTUNITIES.
- 124. STRENGTHENING THE LINK UNIVERSITY-PRIVATE SECTOR: THE CREATION OF STARTUPS AND THEIR IMPORTANCE
- 125. SUSTAINABLE LOCAL AND REGIONAL ECONOMIC SYSTEMS: CASE OF ALBANIA
- 126. THE AUTHENTICITY OF DISABILITY INCLUSION AT HUNGARIAN COMPANIES
- 127. THE CONCEPT OF GREEN ORGANIZATIONAL BEHAVIOR: A QUALITATIVE STUDY AMONG HOSPITAL CARE SERVICES EMPLOYEES



- 128. THE DIGITAL TRANSFORMATION OF THE EUROPEAN LABOR MARKET: ASSESSING THE OPPORTUNITIES AND CHALLENGES
- 129. THE ETHICAL IMPERATIVE: CONTRASTING ETHICAL AND NEGATIVE LEADERSHIP
- 130. THE IMPACT OF DIGITAL PLATFORMS ON OPEN INNOVATION AND ENTREPRENEURSHIP A CASE STUDY OF WINNOVATORS
- 131. THE IMPACT OF ECONOMIC AND SOCIAL INDICATORS ON THE CORRUPTION PERCEPTIONS INDEX IN SLOVAKIA
- 132. THE IMPACT OF FISCAL INSTRUMENTS ON CAPITAL EXPENDITURE
- 133. THE IMPACT OF TRAINING ON ORGANIZATIONAL CITIZENSHIP BEHAVIOR: A LONGITUDINAL INTERVENTION STUDY
- 134. THE IMPACT OF USING THE KUZNETS CURVE IN DEVELOPING PUBLIC ADMINISTRATION PERFORMANCE THROUGH PUBLIC SERVICES PROVIDED
- 135. THE IMPACT OF WARS ON TRAVEL: A SECONDARY RESEARCH STUDY
- 136. THE IMPORTANCE OF ENSURING SAFETY IN THE MANAGEMENT OF BUSINESS AND OTHER RISKS IN ECONOMIC COMPANIES
- 137. THE INCORPORATION OF GENDER PROVISIONS IN TRADE AGREEMENTS: A CRITICAL ASSESSMENT
- THE INFLUENCE OF FREQUENCY ANALYSIS ON PROFITABILITY AND OPTIMIZATION OF PROCESSES IN SELECTED AGRICULTURAL PRODUCTION
  - THE INFLUENCE OF POLITICS ON PUBLIC SECTOR MANAGEMENT AND DECISION-
- 139. MAKING IN DEVELOPING STATES: A COMPARATIVE STUDY OF NORTH MACEDONIA AND SWITZERLAND
  THE INTERPLAY BETWEEN THE DIMENSIONS OF THE LEARNING ORGANIZATION
- 140. QUESTIONNAIRE (DLOQ) AND ISO STANDARDIZATION: EXPLORING CONVERGENCE IN A SERBIAN HEALTHCARE SETTING
- 141. THE LEGAL NATURE OF SCIENTIFIC MISCONDUCT: COMPARATIVE PERSPECTIVES AND THE CASE FOR CRIMINALIZATION
- 142. THE LONG-TERM RELATIONSHIP BETWEEN AGRICULTURE AND ENVIRONMENTAL DEGRADATION: AN ECONOMETRIC ANALYSIS
- THE ROLE OF DIGITAL MARKETING IN PROMOTING THE NATIONAL PARKS OF THE REPUBLIC OF CROATIA AS TOURIST DESTINATIONS
- 144. THE ROLE OF EDUCATION IN RAISING ENVIRONMENTAL AWARENESS AMONG YOUTH
- 145. THE ROLE OF GOOGLE ADS IN INCREASING BRAND AWARENESS
- 146. THE ROLE OF INNOVATIVE TECHNOLOGIES IN TOURISM AND HOSPITALITY INDUSTRY
- 147. THE ROLE OF INVESTMENTS IN INCREASING RESOURCE PRODUCTIVITY IN TEXTILE INDUSTRY
- THE ROLE OF ORGANIZATIONAL CULTURE IN AN ORGANIZATION'S RELATIONSHIP TO ETHICS
- 149. THINKING BEYOND REACTION: DEWEY, COMPLEXITY AND EDUCATIONAL LEADERSHIP IN THE DIGITAL AGE



- 150. TOURISM AND TRANSNATIONAL GENTRIFIERS IN BARCELONA: A CHALLENGE FOR THE LOCAL MANAGEMENT
- TOWARDS SUSTAINABLE TOURIST COASTAL DESTINATIONS: A REVIEW OF MANAGERIAL CHALLENGES TO RESPONSIBLE TOURISM
- 152. TOWARDS THE UPCOMING MEDIATION ACT: AN ECONOMIC-LEGAL ANALYSIS
- TRADE, CONSUMPTION, ENVIRONMENTAL IMPACT, AND AGRICULTURAL DEMAND 153. OF NITROGEN FERTILIZERS: A DECADAL ANALYSIS (2013 2022) IN THE CONTEXT OF THE NEC DIRECTIVE
- 154. TRUST, SCANDAL, AND DIGITAL CRISES: CRISIS COMMUNICATION IN SOCIAL MEDIA MARKETING A LITERATURE REVIEW
  - TÜRKIYE'S PATH TOWARD CARBON NEUTRALITY: FINANCIAL AND STRATEGIC
- 155. APPROACHES FOR COMPLIANCE WITH THE CARBON BORDER ADJUSTMENT MECHANISM
- UNDERSTANDING TOURISM DEMAND IN NORTHERN ALBANIA: A DATA-DRIVEN STUDY USING DIGITAL PLATFORMS
- UNIFIED DERIVATIVES CONTRACTS: A COMPARATIVE LAW APPROACH TO MARKET COMPETITIVENESS AND RESILIENCE
- 158. USER PROFILES FOR AI MENTAL HEALTH AND WELLBEING CHATBOTS: A FAMD-CLUSTER ANALYSIS APPROACH
- WHAT IS THE RELATION BETWEEN MICROCREDIT AND ECONOMIC DEVELOPMENT? EVIDENCE AND PERSPECTIVES FROM ALBANIA
- 160. WHO INITIATES AND FUNDS THE INNOVATION IN THE CROATIAN PUBLIC SECTOR?
- 161. WOMEN IN SCIENCE IN A REGIONAL CROP PRODUCTION CLUSTER
- WORK-FAMILY BALANCE POLICIES AND ORGANIZATIONAL COMMITMENT IN THE MOROCCAN TOURISM SECTOR: THE MEDIATING ROLE OF MOTIVATION