



Science Fund  
of the Republic of Serbia

Potentials for improving  
the competitiveness of the agri-food  
sector in the function  
of sustainable economic  
development

**P**  **T**4food

**Session POT4food on  
Strategic Management and Decision  
Support Systems in Strategic Management  
Conference - SM 2025**

<b>Project acronym</b>	POT4food
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<b>TITLE OF DOCUMENT</b>	
<b>Work package</b>	WP3 - Conference and panel discussion
<b>Deliverable</b>	D3.1. Organized special session POT4food on Strategic Management conference
<b>Responsible Team members</b>	Bojan Matkovski, Danilo Đokić, Žana Jurjević
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<b>Abstract</b>	The "Organized special session POT4food on SM conference" is a deliverable within WP3 entitled "Conference and panel discussion" of the POT4food. This report shows realization of the Session on Conference.
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### ***VERSIONING AND CONTRIBUTION HISTORY***

<b>Version</b>	<b>Date</b>	<b>Description</b>	<b>Responsible members</b>
<b>1.0</b>	19/10/2025	Draft	Bojan Matkovski, Danilo Đokić, Žana Jurjević and Teodora Tica Ilić
<b>1.1</b>	21/10/2025	Final	Bojan Matkovski and Teodora Tica Ilić

## CONTENTS

LIST OF ACRONYMS.....	3
INTRODUCTION .....	4
DESCRIPTION OF SESSION ON SCIENTIFIC CONFERENCE SM2025 .....	5
REALISATION OF SESSION ON SCIENTIFIC CONFERENCE SM2025.....	6
RAISING AWARENESS ABOUT SESSION ON SCIENTIFIC CONFERENCE SM2025 ....	12

## LIST OF ACRONYMS

POT4food	Potentials for improving the competitiveness of the agri-food sector in the function of sustainable economic development
WP	Work package
EFSUNS	Faculty of Economics in Subotica, University of Novi Sad
EKOF	Faculty of Economics and Business, University of Belgrade
IAMO	The Leibniz Institute of Agricultural Development in Transition Economies

## INTRODUCTION

As part of its activities, the POT4food project envisages the realisation of Session on Strategic Management and Decision Support Systems in Strategic Management Conference - SM 2025, in order to discuss about challenges of the Serbian agri-food sector with researchers from other universities. This session is a part of WP3 Conference and panel discussion of POT4food project.

The Faculty of Economics in Subotica, University of Novi Sad organizes an international scientific conference on strategic management every year. XXX International Scientific Conference Strategic Management and Decision Support Systems in Strategic Management SM2025 has the aim of promoting and developing high quality research of all aspects of strategic management, especially decision support systems in strategic management. The Conference is a forum for researchers and practitioners to interact, collaborate and develop the field of strategic management. The topic of this year's Conference is "Supply chain management in the context of business digitalization". Some of the topics included in SM2025, which are relevant to POT4food project are: Agriculture, Economic Growth and Development, Environmental Economics, Emerging Economies, Energy Economics etc. The conference is comprised of a plenary session, parallel sessions, and panel discussions. All scientific papers are published in the electronic conference proceedings. SM2025 was held online on October 3rd.

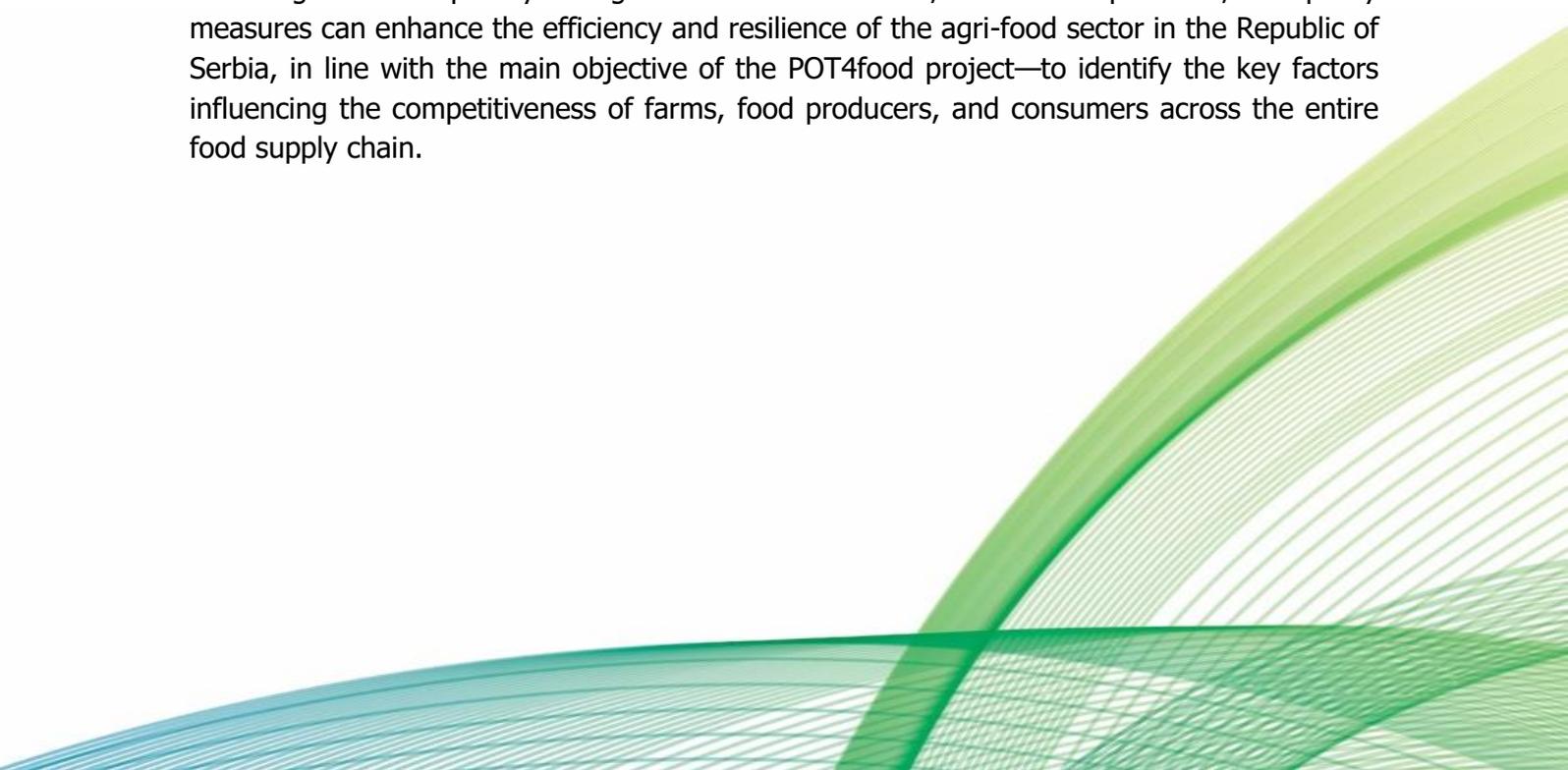
The structure of the report is as follows: Chapter 2 explains the idea of session on SM2025 and structure; Chapter 3 explains the realization of session; Chapter 4 explains raising awareness about session, while Annexes shows all proofs that all activities are realized.

## **DESCRIPTION OF SESSION ON SCIENTIFIC CONFERENCE SM2025**

The main objective of the POT4food project is to discover the factors that affect the competitiveness of the agri-food sector of the Republic of Serbia, which includes the research of the entire food supply chain: farms, food producers, and consumers. In addition, the project covers the foreign trade competitiveness of the entire country. One of the ways to achieve that goal is by fostering cooperation between academic institutions in the field of food economics through session on scientific conference at Faculty of Economics with a special emphasis on promoting valuable insights into how farm productivity and profitability, decision-making models in crop selection, efficiency in the agri-food industry, consumer behaviour in organic markets, rural tourism development, and the implementation of agricultural and rural support policies collectively shape the performance, competitiveness and sustainability of the Serbian agri-food sector.

The idea is to organize a session within the existing SM2025 conference that would be closely aligned with the project's topic on the competitiveness of the agri-food sector of the Republic of Serbia. The conference is open to all researchers who submit an abstract. The session's theme enables researchers from different disciplines, such as agricultural economics, ecology, agriculture, sociology, law, and philosophy. In the focus of this Session 5 on SM2025 was agribusiness and rural development. As part of the session, 6 scientific papers were presented, and the session brought together over 20 researchers from several different institutions.

The purpose of this session is to connect researchers from different institutions and different narrow scientific fields to present papers that contribute to the understanding and advancement of agribusiness competitiveness and rural development. The session aims to encourage interdisciplinary dialogue on how innovations, sustainable practices, and policy measures can enhance the efficiency and resilience of the agri-food sector in the Republic of Serbia, in line with the main objective of the POT4food project—to identify the key factors influencing the competitiveness of farms, food producers, and consumers across the entire food supply chain.



## REALISATION OF SESSION ON SCIENTIFIC CONFERENCE SM2025

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

Important dates of SM2025 were:

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

**Picture 1.** Official logo of International Scientific Conference Strategic Management and Decision Support Systems in Strategic Management *SM2025*.



POT4food session on SM2025 was held at 11.30 am, and moderator of session was prof. dr. Bojan Matkovski, Faculty of Economics in Subotica, University of Novi Sad, who is team member.

The official agenda of the scientific meeting was delivered to the participants at the end of September (Picture 2).

**Picture 2.** Official agenda of SM2025



# Agenda of SM2025

## Supply chain management in the context of business digitalization

(The conference will be held online)

### 03 October 2025

**10.00 – 10.10 Opening of the conference** (Aleksandar Čučković - Dean)

[Teams Meeting Link >>](#)

**10.10 – 11.00 Plenary session SM2025** (15 min per article)

(Moderator: Viktorija Petrov)

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

**11.00 – 11.30 Break**

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



## Session

# 5

The session presents a part of research on the Erasmus+ Jean Monnet project Jean Monnet Centre of Excellence: Sustainable Agriculture for Greener Future – AgriGREEN (101085183) and it is supported by the Science Fund of the Republic of Serbia, 10911, Potentials for improving the competitiveness of the agri-food sector in the function of sustainable economic development - POT4food.



### Session 5. Agribusiness and Rural Development [Teams Meeting Link >>](#)

(Moderator: Bojan Matkovski)

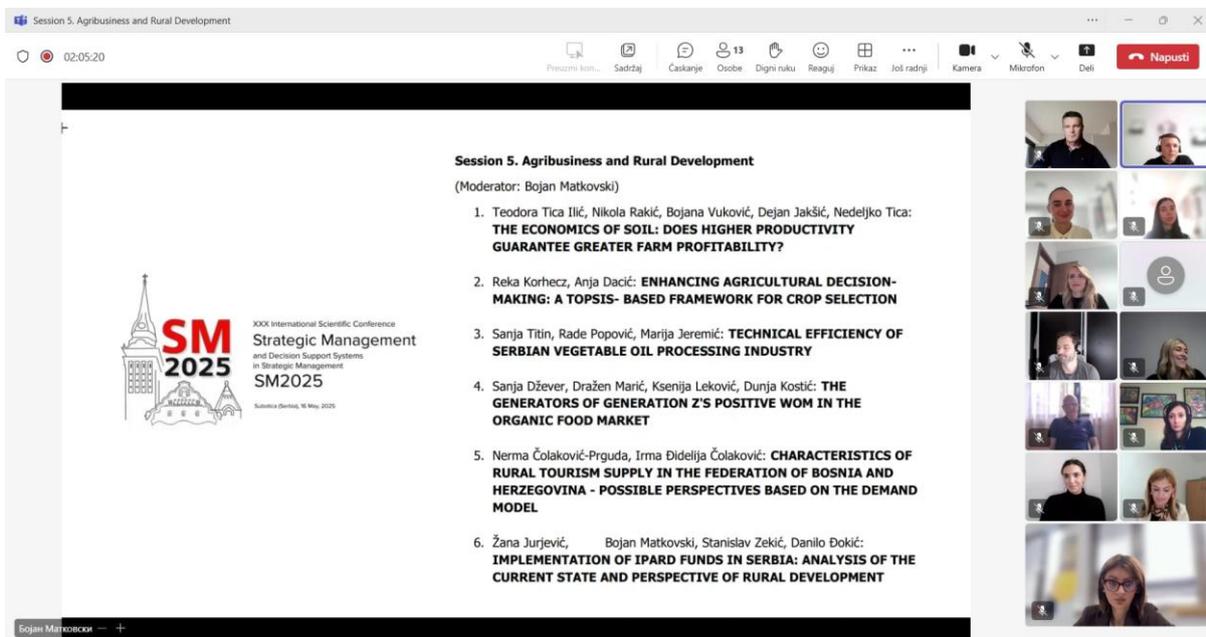
1. Teodora Tica Ilić, Nikola Rakić, Bojana Vuković, Dejan Jakšić, Nedeljko Tica: **THE ECONOMICS OF SOIL: DOES HIGHER PRODUCTIVITY GUARANTEE GREATER FARM PROFITABILITY?**
2. Reka Korhecz, Anja Dacić: **ENHANCING AGRICULTURAL DECISION-MAKING: A TOPSIS- BASED FRAMEWORK FOR CROP SELECTION**
3. Sanja Titin, Rade Popović, Marija Jeremić: **TECHNICAL EFFICIENCY OF SERBIAN VEGETABLE OIL PROCESSING INDUSTRY**
4. Sanja Džever, Dražen Marić, Ksenija Leković, Dunja Kostić: **THE GENERATORS OF GENERATION Z'S POSITIVE WOM IN THE ORGANIC FOOD MARKET**
5. Nerma Čolaković-Prguda, Irma Đidelija Čolaković: **CHARACTERISTICS OF RURAL TOURISM SUPPLY IN THE FEDERATION OF BOSNIA AND HERZEGOVINA - POSSIBLE PERSPECTIVES BASED ON THE DEMAND MODEL**
6. Žana Jurjević, Bojan Matkovski, Stanislav Zekić, Danilo Đokić: **IMPLEMENTATION OF IPARD FUNDS IN SERBIA: ANALYSIS OF THE CURRENT STATE AND PERSPECTIVE OF RURAL DEVELOPMENT**

At the session of the POT4food project (Session 5 in Agenda), six scientific papers in the field of agribusiness and rural development were presented:

1. THE ECONOMICS OF SOIL: DOES HIGHER PRODUCTIVITY GUARANTEE GREATER FARM PROFITABILITY? (Teodora Tica Ilić, Nikola Rakić, Bojana Vuković, Dejan Jakšić, Nedeljko Tica)
2. ENHANCING AGRICULTURAL DECISION-MAKING: A TOPSIS-BASED FRAMEWORK FOR CROP SELECTION (Reka Korhecz, Anja Dacić)
3. TECHNICAL EFFICIENCY OF SERBIAN VEGETABLE OIL PROCESSING INDUSTRY (Sanja Titin, Rade Popović, Marija Jeremić)
4. THE GENERATORS OF GENERATION Z'S POSITIVE WOM IN THE ORGANIC FOOD MARKET (Sanja Džever, Dražen Marić, Ksenija Leković, Dunja Kostić)
5. CHARACTERISTICS OF RURAL TOURISM SUPPLY IN THE FEDERATION OF BOSNIA AND HERZEGOVINA - POSSIBLE PERSPECTIVES BASED ON THE DEMAND MODEL (Nerma Čolaković-Prguda, Irma Đidelija Čolaković)
6. IMPLEMENTATION OF IPARD FUNDS IN SERBIA: ANALYSIS OF THE CURRENT STATE AND PERSPECTIVE OF RURAL DEVELOPMENT (Žana Jurjević, Bojan Matkovski, Stanislav Zekić, Danilo Đokić)

The session attended 20 researchers.

**Picture 3.** Presentation on POT4food session



Session 5. Agribusiness and Rural Development

02:05:20

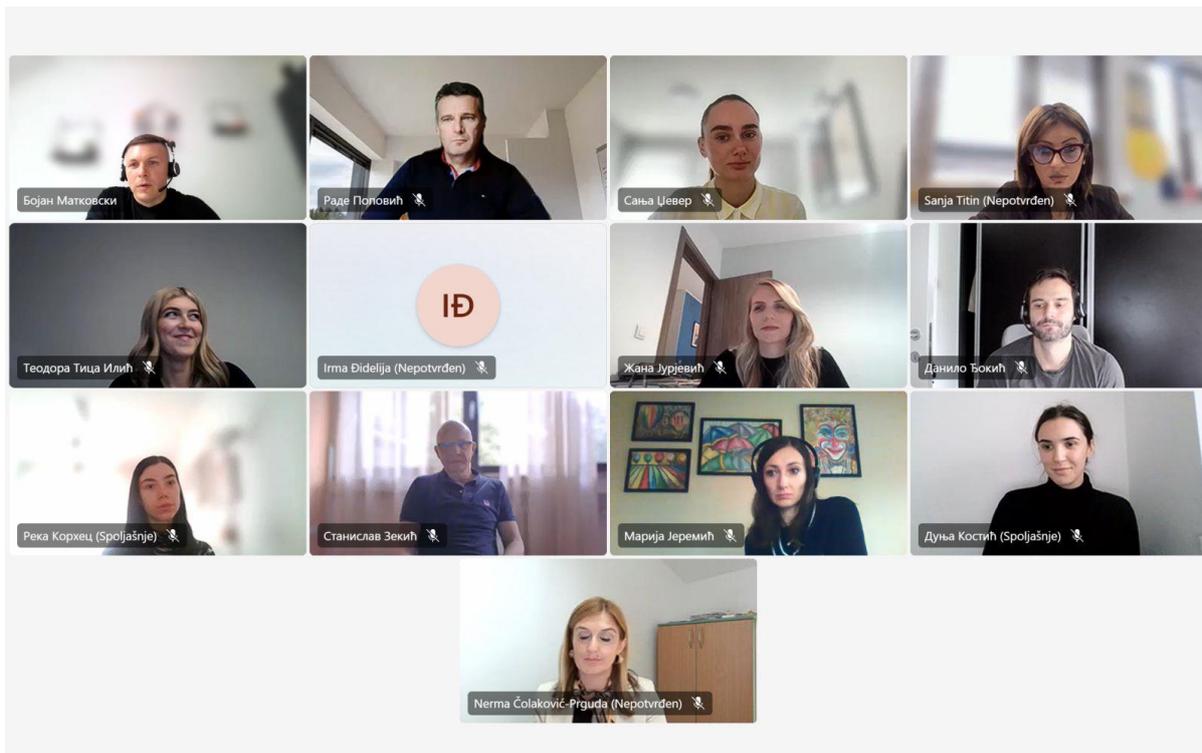
Prezentiraj Sadržaj Čakanje Osvobe Digni ruku Reaguj Prikaz Jol radnji Kamera Mikrofon Deli Napusti

**Session 5. Agribusiness and Rural Development**  
(Moderator: Bojan Matkovski)

1. Teodora Tica Ilić, Nikola Rakić, Bojana Vuković, Dejan Jakšić, Nedeljko Tica: **THE ECONOMICS OF SOIL: DOES HIGHER PRODUCTIVITY GUARANTEE GREATER FARM PROFITABILITY?**
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SM 2025  
XXX International Scientific Conference  
Strategic Management  
and Decision Support Systems  
in Strategic Management  
SM2025  
Subotica (Serbia), 18 May 2025

Bojan Matkovski



All scientific papers are published in the electronic conference proceedings. It could be found at web address: <https://www.ef.uns.ac.rs/sm2025/download/SM2025-proceedings.pdf>

**Picture 4.** Online Proceedings



All scientific papers presented at the POT4food session have added acknowledgement:

This research was supported by the Science Fund of the Republic of Serbia, 10911,  
Potentials for improving the competitiveness of the agri-food sector in the function of  
sustainable economic development - POT4food.

## RAISING AWARENESS ABOUT SESSION ON SCIENTIFIC CONFERENCE SM2025

Visibility of the SM2025, and POT4food session, is achieved through:

- Website of the project: <https://pot4food.ef.uns.ac.rs/>
- Website of the Faculty of Economics: <https://www.ef.uns.ac.rs/>
- Social media of POT4food (Instagram): <https://www.instagram.com/pot4food/>
- Social media of AGRO (Instagram and Facebook):  
[https://www.instagram.com/agro\\_efsus/](https://www.instagram.com/agro_efsus/) and  
<https://www.facebook.com/agrarnaekonomijaiagrobiznis/>
- Social media of Faculty of Economics (Instagram):  
[https://www.instagram.com/ekonomski\\_fakultet\\_subotica/?hl=en](https://www.instagram.com/ekonomski_fakultet_subotica/?hl=en)

Based on number of followers of these accounts, activities have been visible approximately to 5.500 people.

**Picture 5.** An example of a post on Instagram of the POT4food about the scientific conference.

