



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

Report of dissemination

Project acronym	POT4food
Project full title	Potentials for improving the competitiveness of the agri-food sector in the function of sustainable economic development
Project number	Project No. 10911
Funding scheme	Science Fund of the Republic of Serbia
Project start date	01/01/2024
Project duration	2 years

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Deliverable	Report of dissemination
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Abstract	The document provides a comprehensive overview of dissemination and communication activities implemented within the POT4food project, outlining their scope, objectives, and outcomes.
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VERSIONING AND CONTRIBUTION HISTORY

Version	Date	Description	Responsible members
1.0	08/01/2025	Draft	Sanja Džever
2.0	21/01/2025	Final	Sanja Džever and Bojan Matkovski

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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

Dissemination and communication activities represent an integral part of the POT4food project, aimed at ensuring the visibility of project objectives, research activities, and scientific results among both academic and non-academic audiences.

Throughout the project implementation period, a wide range of dissemination channels and formats were employed, including official project websites, social media platforms, scientific conferences, journal publications, media appearances, public events, workshops, and panel discussions. These activities were designed to promote transparency, foster dialogue with stakeholders, and maximize the societal and scientific impact of the project.

This report provides a comprehensive overview of the dissemination and communication activities conducted within the POT4food project, structured according to the type of activity and target audience.

About WP4 Dissemination and Exploitation

WP4: *The main aim is to create awareness about the importance of the competitiveness of the agribusiness sector, especially in conditions of global crises, based on the visibility of research results on the project website and social networks of the project.*

Target groups

According to the detailed project description, the target groups reached through dissemination activities were the following:

- Students of the EFSUNS and EKOF who are interested in topics related to the agri-food sector;
- Students of other faculties who are interested in topics related to the agri-food sector;
- Postgraduates interested in the issues of competitiveness of the agri-food sector;
- Representatives of the agri-food sector;
- Academic public;
- Professional and civil society organizations;
- Ministry of Agriculture, Forestry and Water Management of Serbia;

Detailed dissemination plan

Dissemination and sustainability plan activities were designed and scheduled in line with other project work activities. The activities were divided into three parts:

- **Project branding:** design of visual appearance, logos, presentation, and communication templates for the project's external communication, roll-up design, and other promotional material.
- **Project website:** for publicity, communication, and stakeholder engagement.
- **Social media:** promotion through social media platforms, Instagram and LinkedIn.

Project branding

a.) Project logo: The idea behind creating the logo of the project was based on agricultural motifs, using green colors that are most often found in nature (fields, meadows).

FINAL VERSION OF THE PROJECT LOGO:





AN ABBREVIATED VERSION OF THE PROJECT LOGO USED FOR SOCIAL NETWORK (Instagram):



LOGO OF THE SCIENCE FUND OF THE REPUBLIC OF SERBIA WAS USED ON EVERY PROMOTIONAL MATERIAL:



b.) Templates: MS Word documents & MS PowerPoint Presentation.

MS POWERPOINT PRESENTATION (PAGE 1-3):

Project No. 10911

 POT4food

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

 FACULTY OF
ECONOMICS
IN SUBOTICA
University
of Novi Sad

 Science Fund
of the Republic of Serbia

 UNIVERSITY OF BELGRADE
Faculty of Economics
and Business

 POT4food

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

 Science Fund
of the Republic of Serbia

Project No. 10911

 POT4food

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


@pot4food


www.pot4food.ef.uns.ac.rs

MS WORD DOCUMENTS (pages 1-2):



c.) Roll up and other promotional material:

ROLL UP



COMPUTER EQUIPMENT



Фонд за науку
Републике Србије

Пројекат бр. 10911

**Потенцијали за унапређење конкурентности
пољопривредно-прехранбеног сектора
у функцији одрживог економског развоја**



ОВА ОПРЕМА ЈЕ ФИНАНСИРАНА СРЕДСТВИМА
ФИНАНСИЈСКЕ ПОДРШКЕ ОД СТРАНЕ
ФОНДА ЗА НАУКУ
РЕПУБЛИКЕ СРБИЈЕ

Project website

The official project website (available in English and Serbian) served as the central hub for the dissemination of project-related information, designed in accordance with the overall visual identity of the project. The website regularly published news about project milestones, scientific outputs, events, media appearances, and key results.

Content published on the website included:

- Announcements and reports from project meetings and events;
- Announcements of newly published scientific papers;
- Presentation of the Strategic Guide developed within the project;
- Links to external news and events, materials, and social networks;
- Biographies of project team members and contacts.

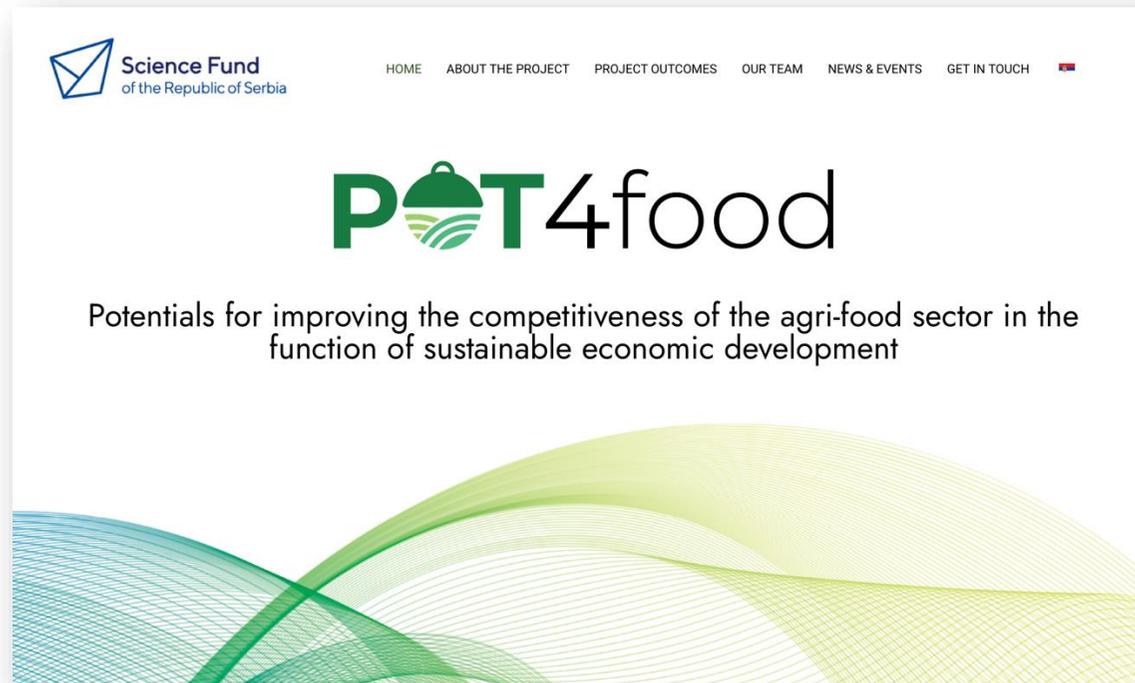
The website ensured long-term availability and accessibility of project outputs to researchers, policymakers, practitioners, and the public.

POT4food website link:

<https://pot4food.ef.uns.ac.rs/sr/>

Categories contained on the website:

- Home
- About the Project
- Project Outcomes
- Project Team (Our Team)
- Activities (News & Events)
- Contact (Get In Touch)



Social media networks

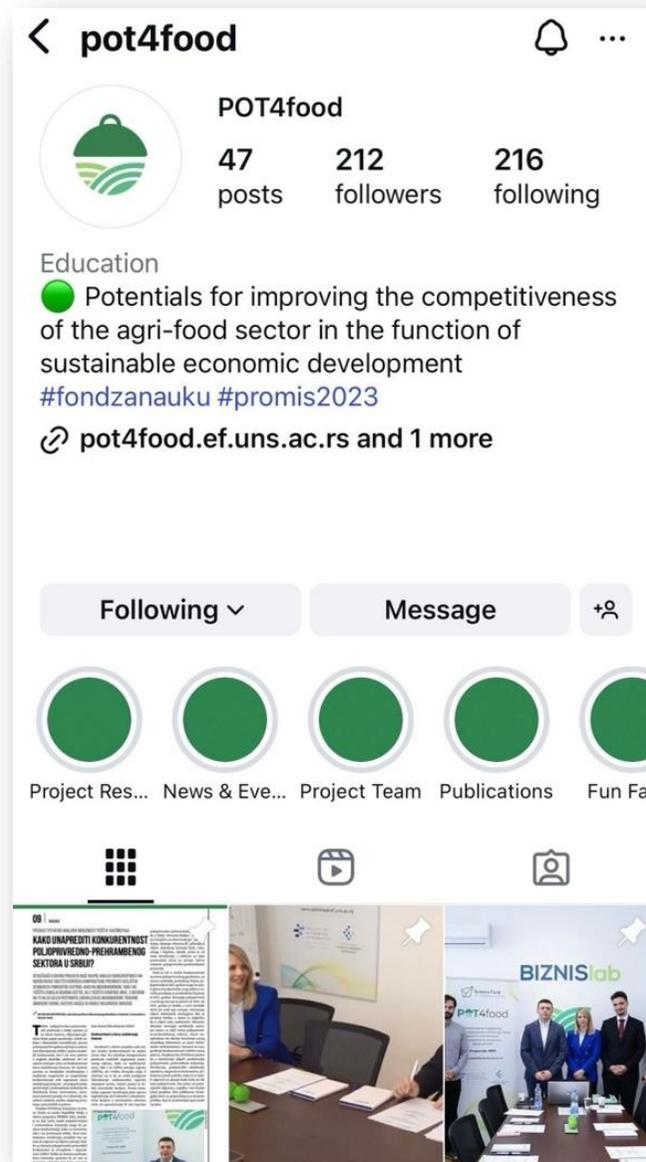
The official POT4food Instagram profile was actively used as a key dissemination channel, targeting both academic and broader audiences (Hashtags: #fondzanauku, #pot4food, #promis2023). The profile was regularly updated with visual and textual content related to:

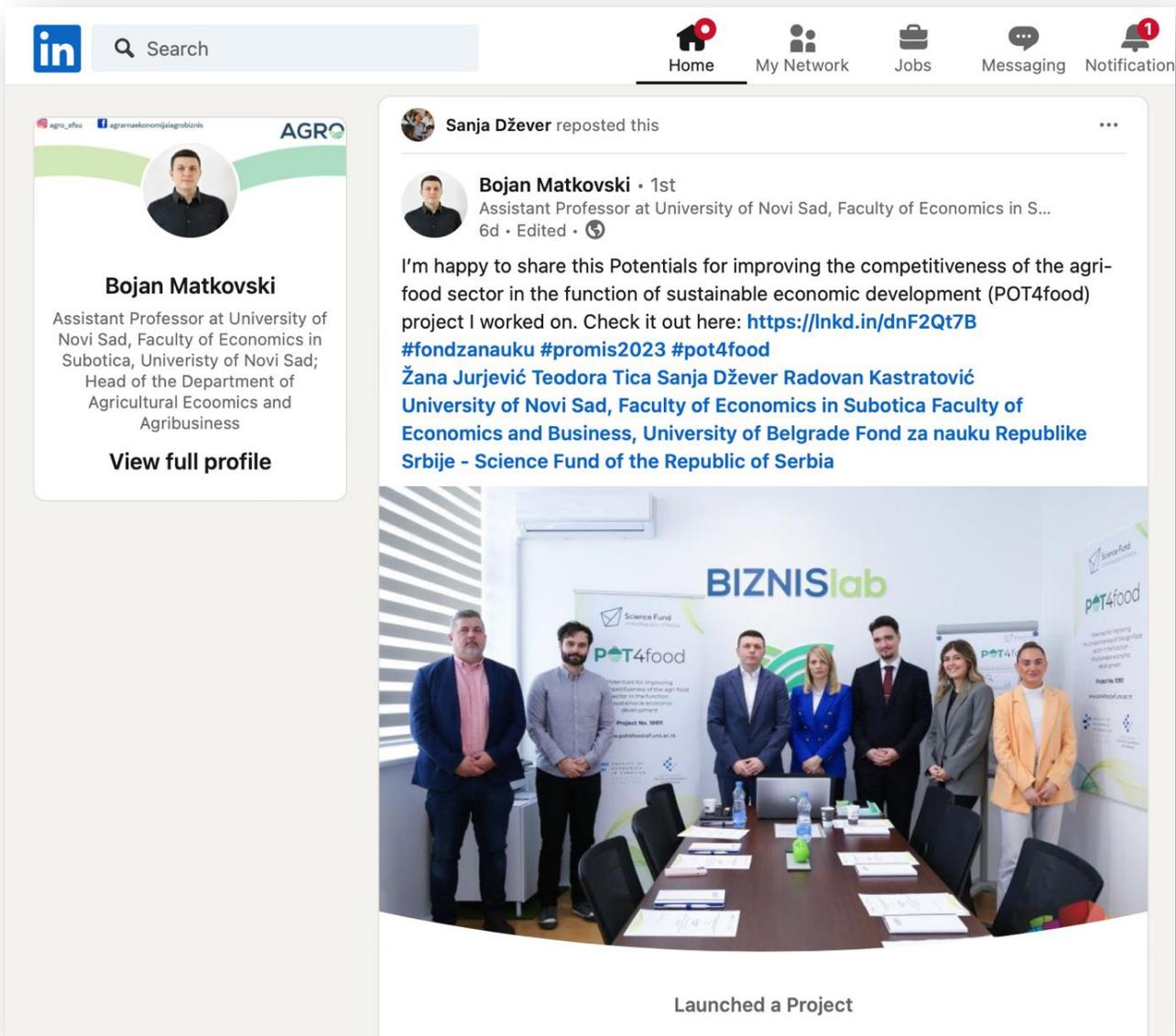
- Project events and meetings;
- Conference participation and paper presentations;
- Journal publications;
- Media appearances and interviews;
- Podcast and panel discussion;
- Supervisory visit and institutional cooperation.

In addition, project team members shared relevant content via their LinkedIn profiles, contributing to the dissemination of project activities within professional and academic networks.

POT4food project Instagram page @pot4food that can be found under the following web address <https://www.instagram.com/pot4food/>. The admin rights are kept by the project coordinator, Bojan Matkovski.

In addition, project team members shared relevant content via their LinkedIn profiles, contributing to the dissemination of project activities within professional and academic networks.





in Search

Home My Network Jobs Messaging Notification

Bojan Matkovski
Assistant Professor at University of Novi Sad, Faculty of Economics in Subotica, University of Novi Sad;
Head of the Department of Agricultural Economics and Agribusiness
[View full profile](#)

Sanja Džever reposted this

Bojan Matkovski · 1st
Assistant Professor at University of Novi Sad, Faculty of Economics in S...
6d · Edited ·

I'm happy to share this Potentials for improving the competitiveness of the agri-food sector in the function of sustainable economic development (POT4food) project I worked on. Check it out here: <https://lnkd.in/dnF2Qt7B>
#fondznanaku #promis2023 #pot4food
Žana Jurjević Teodora Tica Sanja Džever Radovan Kastratović
University of Novi Sad, Faculty of Economics in Subotica Faculty of Economics and Business, University of Belgrade Fond za nauku Republike Srbije - Science Fund of the Republic of Serbia



Launched a Project

Media coverage and public visibility

The beginning of the implementation of the POT4food project was marked by a Kick-off meeting held on February 22, 2024. The event received significant media coverage, including reports by:

- Subotica.com
- TV Subotica
- Vojvodina Uživo
- YouTube media channels

Media contributions were published on the project website and shared via the official POT4food Instagram profile, while project team members further disseminated the news on LinkedIn.

This early media exposure contributed to raising awareness of the project objectives and their relevance for the agri-food sector.

Links:

<https://www.subotica.com/vesti/ekonomski-fakultet-realizuje-projekat-pot4foodid48694.html>

<https://www.subotica.com/fotografije/ekonomski-fakultet-obelezavanje-pocetka-realizacije-naucnoistravackog-projekta-pot4food-id79286.html>

<https://vojvodjanski.com/tvsubotica/privreda/2024/02/22/123472-na-ekonomskom-fakultetu-poceo-projekat-pot4food>

<https://www.youtube.com/watch?v=VBI3OyK8Bu4>

<https://vojvodinauzivo.rs/ekonomski-fakultet-u-subotici-zapocinje-istrazivanje-o-potencijalima-poljoprivrednog-sektora/>

Within the national initiative *Serbia – Land of Science, Land of Innovation*, the Day of Science and Innovation was held in Subotica on April 9, 2024. The POT4food project was presented as an example of good practice.

The event was also covered by multiple local and regional media outlets. On the same day, representatives of the Science Fund of the Republic of Serbia conducted a supervisory visit to the project team, further strengthening institutional visibility and accountability.

Links:

<https://www.subotica.com/vesti/i-u-nasem-gradu-odrzan-dan-nauke-i-inovacija-id49023.html>

<https://www.subotica.com/fotografije/gradska-kuca-velika-vecnica-dan-nauke-i-inovacija-id79394.html>

<https://subotica.ls.gov.rs/u-subotici-odrzan-dan-nauke-i-inovacija/>

<https://suboticke.rs/vesti/dan-nauke-i-inovacije-u-subotici-video/>

<https://pannonrtv.com/rovatok/vesti-na-srpskom/dan-nauke-i-inovacija>

<https://yueco.rs/dan-nauke-i-inovacija-odrzan-i-u-subotici/>

<https://www.youtube.com/watch?v=9NFFahvGigA>

https://www.instagram.com/p/C5npHDVqc76/?img_index=1

Conference participation

Members of the POT4food project team actively participated in numerous international scientific conferences, where project-related research was presented with appropriate acknowledgment of the Science Fund of the Republic of Serbia:

"This research was supported by the Science Fund of the Republic of Serbia, Project No. 10911, Potentials for improving the competitiveness of the agri-food sector in the function of sustainable economic development - POT4food."

Key conferences included:

- SM2024 & SM2025 – Strategic Management Conference, Subotica – including a special POT4food session in 2025
- IAMO Forum 2024, Halle (Germany) – including a special POT4food session
- EAAE Congress, University of Bonn (Germany)

These events enabled direct communication of research findings to the international scientific community and facilitated networking and future collaboration.

Scientific publications

A significant number of scientific papers were published in peer-reviewed journals, including high-ranked international journals (M21–M24 categories). All publications included a formal acknowledgment of the Science Fund of the Republic of Serbia:

"This research was supported by the Science Fund of the Republic of Serbia, Project No. 10911, Potentials for improving the competitiveness of the agri-food sector in the function of sustainable economic development - POT4food."

The publication of those articles significantly contributed to the academic impact and international visibility of the project.

Knowledge transfer and public engagement

PODCAST AND INTERVIEW

Project team members participated in the Ekonomix podcast, where the project objectives, preliminary results, and broader implications for Serbian agribusiness were discussed. The podcast episodes were published on YouTube and shared via social media and the project website.

Links:

<https://www.youtube.com/watch?v=dQPpa76i8vVA&t=3s>

<https://www.youtube.com/watch?v=w6ZfCRbJCMk&t=1s>

In addition, interviews were published in business-oriented media outlets such as Biznis.rs, contributing to outreach beyond the academic community.

WORKSHOP AND PANEL DISCUSSION

The project team organized and participated in workshops and panel discussions, including:

- Panel discussion on Digitalisation in Agriculture (jointly organized with the AgriGREEN project)
- AGRIMMERSE workshops focused on digital and immersive technologies

Experimental activities such as eye-tracking and GSR studies were also presented as part of the dissemination, demonstrating innovative methodological approaches applied within the project.

Strategic guide and project results

As part of the dissemination of project results, a Strategic Guide was developed, aiming to improve understanding of the competitiveness of

Serbia's agri-food sector and provide evidence-based recommendations for policymakers.

With the conclusion of the project, results and a final project video were published on the website and Instagram profile. The project achieved:

- Eight scientific papers published in journals
- Eleven scientific papers presented at international conferences
- One strategic guide developed
- One special conference session organized
- One panel discussion organized
- Participation in podcasts and media appearances

Conclusion

The dissemination activities conducted within the POT4food project were comprehensive, diverse, and continuous throughout the project lifecycle. By combining digital communication, scientific dissemination, media engagement, and public outreach, the project successfully reached a wide range of stakeholders and ensured high visibility of its objectives and results.

These activities significantly contributed to enhancing the societal relevance, academic impact, and policy relevance of the POT4food project.

Appendix

Appendix A – Dissemination and Communication

WP of Project	Website/Social media link/Source of verification	Type of dissemination and communication activities
WP4	https://www.instagram.com/pot4food/	POT4food Instagram
WP4	https://pot4food.ef.uns.ac.rs/	POT4food website
WP1	On January 17, 2024, the first team meeting on the project was held. During this meeting, team members discussed crucial aspects of the project's execution and defined the groundwork for its realization. The team meeting was attended by project members from the Faculty of Economics in Subotica, University of Novi Sad. The event was presented on the POT4food website.	First time meeting promotion
WP1	The launch of the scientific research project POT4food was marked by the Kick-off meeting on February 22, 2024, which was covered by many local media houses. Media contributions are available on the website, as well as on the official POT4food profile on the social network Instagram, while the members of the project team shared the news on their LinkedIn profiles. Links: 1. https://www.subotica.com/vesti/ekonomski-fakultet-realizuje-projekat-pot4food-id48694.html 2. https://www.subotica.com/fotografije/ekonomski-fakultet-obelezavanje-pocetka-realizacije-nau 3. https://vojvodjanski.com/tvsubotica/privreda/2024/02/22/123472-na-ekonomskom-fakultetu-p 4. https://www.youtube.com/watch?v=VBI3OyK8Bu4 5. https://vojvodinauzivo.rs/ekonomski-fakultet-u-subotici-zapocinje-istrazivanje-o-potencijalima-poljoprivrednog-sektora/	Kick-off meeting promotion
WP4	Within the framework of the national project Serbia Land of Science, Land of Innovation, the Day of Science and Innovation was held in Subotica on April 9, 2024, during which the POT4food project was presented as a good practice. The event was covered by the media from Subotica portals, as well as media houses in Subotica. Media contributions are available on the website, as well as on the official POT4food profile and the Faculty of Economics in Subotica profile on the social network Instagram. Links: 1. https://www.subotica.com/vesti/i-u-nasem-gradu-odrzan-dan-nauke-i-inovacija-id49023.html 2. https://www.subotica.com/fotografije/gradska-kuca-velika-vecnica-dan-nauke-i-inovacija-id79394.html 3. https://subotica.ls.gov.rs/u-subotici-odrzan-dan-nauke-i-inovacija/ 4. https://suboticke.rs/vesti/dan-nauke-i-inovacije-u-subotici-video/ 5. https://pannonrtv.com/rovatok/vesti-na-srpskom/dan-nauke-i-inovacija 6. https://yueco.rs/dan-nauke-i-inovacija-odrzan-i-u-subotici/ 7. https://www.youtube.com/watch?v=9NFFahvGigA 8. https://www.instagram.com/p/C5npHDVqc76/?img_index=1 As part of the regular monitoring of project implementation, on April 9, 2024, representatives of the Science Fund of the Republic of Serbia conducted a supervisory visit to the POT4food project team. The event was presented on the website, as well as on the official POT4food profile on the social network Instagram, while the members of the project team shared the event on their LinkedIn profiles.	Day of Science and Innovation in Subotica with a supervisory visit by the Science Fund of the Republic of Serbia
WP2	On May 17, 2024, the POT4food project team participated in the scientific meeting Strategic management and decision support systems in strategic management - SM 2024 in Subotica. At the scientific meeting, 2 papers of the project team were presented, with a thank you note to the Science Fund of the Republic of Serbia: 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. The event, as well as the published works, were presented on the website, as well as on the official POT4food profile on the social network Instagram.	SM2024 conference
WP2	The new scientific paper of the members of the POT4food project was published in the journal Applied Ecology and Environmental Research (category M23), with a thank you note to the Science Fund of the Republic of Serbia: 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. The journal article was presented on the website, as well as on the official POT4food profile on the social network Instagram. Title of the paper: Generation Z's Willingness to Pay for Domestic and Organic Milk: A Discrete Choice Experiment in Serbia. Authors: Sanja Džever, Milan Tatić, Bojan Matkovski, Danilo Đokić.	Journal article
WP2	The POT4food project team participated from June 26 to 28, 2024, in the IAMO Forum 2024 scientific meeting in Halle, Germany. A special POT4food session was organized at the scientific meeting entitled Land productivity, environment, and competitiveness of farms: how to balance agricultural policy in transition countries? Case of Serbia with a thank you note to the Science Fund of the Republic of Serbia: ACKNOWLEDGMENT: This research was supported by the Science Fund of the Republic of Serbia, 10911,	IAMO FORUM 2024 conference

	Potentials for improving the competitiveness of the agri-food sector in the function of sustainable economic development - POT4food. The event was presented on the website and official POT4food profile on the social network Instagram.	
WP4	Project team members Bojan Matkovski, Danilo Đokić, and Žana Jurjević were guests on the 11th episode of the Ekonomix podcast by the Faculty of Economics in Subotica. In the episode titled Pessimists(?) in Agribusiness Prof. Dr Bojan Matkovski, Principal Investigator of the POT4food project, highlighted the significance of changes brought about by projects within programs like PROMIS 2023. The Podcast episode has been uploaded on the social media and online video-sharing platform YouTube, as well as on the official POT4food profile on the social network Instagram and the website. Links: 1. https://www.youtube.com/watch?v=dOPa76i8vVA&t=3s 2. https://www.youtube.com/watch?v=w6ZfCRbJCMk&t=1s	Podcast "Ekonomix"
WP2	The new scientific paper of the members of the POT4food project was published in the journal Financing (category M23), with a thank you note to the Science Fund of the Republic of Serbia: 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. The journal article was presented on the website, as well as on the official POT4food profile on the social network Instagram. Title of the paper: Drivers of profitability of agricultural farms in the Republic of Serbia. Authors: Anja Šepa, Teodora Ilić, Nedeljko Tica.	Journal article
WP4	At the Faculty of Economics in Subotica, the quarterly project team meeting was held on November 20. The meeting featured a presentation of the activities completed so far as part of the project, as well as an overview of the activities planned for the team in the upcoming period. The event was presented on the website, as well as on the official POT4food profile on the social network Instagram.	Quarterly meeting promotion
WP2	The new scientific paper of the members of the POT4food project was published in the journal Contemporary Agriculture (category M24), with a thank you note to the Science Fund of the Republic of Serbia: 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. The journal article was presented on the website, as well as on the official POT4food profile on the social network Instagram. Title of the paper: Panel Analysis of Relationship between Sales and Profitability of Crop Production Companies in the Republic of Serbia. Authors: Stojanka Dakić, Daniela Nuševa, Kristina Peštović, Teodora Ilić, Nedeljko Tica, Dejan Jakšić.	Journal article
WP4	In early December 2024, Ivan Đurić, an expert from the diaspora at the IAMO Institute in Halle, Germany, visited the project team. During his visit, a meeting was held at the Department in Novi Sad of the Faculty of Economics in Subotica, followed by an eye-tracking and GSR study as part of the POT4food project. The event was presented on the website, as well as on the official POT4food profile on the social network Instagram.	Eye-tracking & GSR experiment
WP2	The new scientific paper of the members of the POT4food project was published in the journal Land (category M22), with a thank you note to the Science Fund of the Republic of Serbia: 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. The journal article was presented on the website, as well as on the official POT4food profile on the social network Instagram. Title of the paper: A Methodological Framework for Evaluation of Rural Settlements: Rural Index of Serbia. Authors: Žana Jurjević, Bojan Matkovski, Danilo Đokić, Stanislav Zekić.	Journal article
WP2	The new scientific paper of the member of the POT4food project was published in the journal Marketing (category M51), with a thank you note to the Science Fund of the Republic of Serbia: 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. The journal article was presented on the POT4food website. Title of the paper: Generation Z consumer habits in the organic food market. Authors: Ksenija Leković, Sanja Džever, Dunja Kostić.	Journal article
WP4	How can Serbia's agri-food sector become more competitive? That was the main topic of a recent interview with Bojan Matkovski, the principal investigator of the POT4food project, published in the business magazine Biznis.rs. The POT4food team expressed their gratitude to the Biznis.rs editorial team for the opportunity to discuss the project's goals and its significance within the PROMIS 2023 funding program. This acknowledgment was shared on the official POT4food Instagram profile and on the website.	Magazine "Biznis.rs"
WP4	On Monday, June 23, Teodora Tica Ilić, a member of the POT4food project team, successfully completed her PhD. Her dissertation, entitled Development of a Prediction Model for Managing the Financial Performance of Business Entities in the Republic of Serbia, represents a significant advancement in the field of financial performance management within the national economic context. This achievement was announced on the official POT4food profile on the social media platform Instagram.	PhD thesis
WP2	The new scientific paper of the members of the POT4food project was published in the journal Strategic Management (category M22), with a thank you note to the Science Fund of the Republic of Serbia: 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. The journal article was presented on the website, as well as on the official POT4food profile on the social network Instagram. Title of the paper: Decomposition of Total Factor Productivity in the dairy sector: Comparative analysis of Serbia vs European Union. Authors: Tihomir Novaković, Danilo Đokić, Milan Tatić, Bojan Matkovski, Ivan Đurić.	Journal article
WP2	The POT4food project team participated in the XVIII EAAE Congress Food System Transformation in Challenging Times, held from August 26 to 29 at the University of Bonn, Germany. At the congress, papers entitled Is there a Market for Organic Milk in Serbia? Insights from Discrete Choice Experiment and Mediation Analysis and My Milk is Better than Yours! The Effect of Origin Labeling Regimes on Preferences of Serbian Milk Consumers were presented with a thank you note to the Science Fund of the Republic of Serbia: ACKNOWLEDGMENT: 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. The event was presented on the website and official POT4food profile on the social network Instagram.	EAAE2025 Congress

WP4	The POT4food project team participated in the AGRIIMMERSE workshops, Enhancing Agricultural Value Chains through Digital and Immersive Technologies: Understanding Consumer Behavior, held in Belgrade from September 16 to 18. Bojan Matkovski, project leader, presented the study Quantifying Shelf Appeal: Eye-Tracking and Galvanic Skin Response in Packaging Research. In addition, Ivan Đurić showcased VR and web-based applications, which all participants had the opportunity to try out firsthand. DEMO 1: Augmenting the expert eye: a virtual reality simulation for evaluating AI-assisted quality control in the agri-food industry. DEMO 2: Harvesting Insights: A live demonstration of Real-Time Consumer Analytics. The event was presented on the website, as well as on the official POT4food profile on the social network Instagram.	AGRIIMMERSE workshops
WP2	The new scientific paper of the members of the POT4food project was published in the journal <i>Frontiers in Sustainable Food Systems</i> (category M21), with a thank you note to the Science Fund of the Republic of Serbia: 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. The journal article was presented on the website, as well as on the official POT4food profile on the social network Instagram. Title of the paper: Competitiveness of oil crops production: evidence from Serbia. Authors: Bojan Matkovski, Danilo Đokić, Stanislav Zekić, Žana Jurjević.	Journal article
WP2	The new scientific paper of the members of the POT4food project was published in the <i>Agriculture journal</i> (category M21), with a thank you note to the Science Fund of the Republic of Serbia: 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. The journal article was presented on the website, as well as on the official POT4food profile on the social network Instagram. Title of the paper: Market Performance and Competitiveness: The EU–Serbia Sugar Gap. Authors: Bojan Matkovski, Teodora Tica Ilić, Žana Jurjević, Danilo Đokić, Stanislav Zekić.	Journal article
	The POT4food project team participated on Friday, October 3, in the scientific conference Strategic Management and Decision Support Systems in Strategic Management – SM2025, which was held online in 2025. At the scientific meeting, a special session was organized as the project result and 4 papers of the project team were presented, with a thank you note to the Science Fund of the Republic of Serbia: 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. The event, as well as the published works, were presented on the website, as well as on the official POT4food profile on the social network Instagram.	SM2025 conference
WP3	The project teams of the POT4food and AgriGREEN projects organised a panel discussion on Tuesday, 16 December, at the Department of Novi Sad, Faculty of Economics in Subotica. On the topic of Digitalisation in Agriculture, the project teams engaged in a discussion with Dr Oskar Marko, Senior Research Associate at the BioSens Institute and co-founder of the company Cropt. The event was presented on the website, as well as on the official POT4food and Faculty of Economics in Subotica profiles on the social network Instagram.	Panel discussion
WP4	The closing meeting of the POT4food project was held on Thursday, 18 December, at the Faculty of Economics in Belgrade. On this occasion, the project results were presented, including more than 20 scientific publications, as well as numerous organised events, conference sessions, and other project-related activities. Emphasis was placed on the opportunities for continuing scientific and research collaboration between the Faculty of Economics in Subotica and the Faculty of Economics in Belgrade. The event was presented on the websites, as well as on the official POT4food and Faculty of Economics in Belgrade profiles on the social network Instagram.	Closing meeting promotion
WP3	As part of the research conducted within the Science Fund of the Republic of Serbia project POT4food, a Strategic guide was developed to improve the understanding of the competitiveness of Serbia's agri-food sector and offer practical guidance to policymakers. This publication brings together analytical research, institutional insights, and evidence-based recommendations derived from the project's research, intending to support the modernisation of the sector and its readiness for European integration processes. The guide was presented on the website, as well as on the official POT4food profile on the social network Instagram.	Strategic guide
WP4	With the conclusion of the project, the final results and the final video have been published on the website, as well as on the official POT4food profile on the social network Instagram with a thank you note to the Science Fund of the Republic of Serbia: 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. • Eight scientific papers have been published in journals. • Eleven scientific papers have been presented at international conferences. • A strategic guide has been developed. • A special session was organized at the international conference SM2025. • A panel discussion was organized. • The project team appeared as guests on the Economix podcast.	Project results

Appendix B – Scientific Results

No	Authors	Full Reference title with link	Type	"Scientific result ranking (M-category)"	Publication status	Open Access (yes/no)	Number of authors	Number of project team members as authors	DOI
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1	Bojana Vuković, Teodora Ilić, Dejan Jakšić, Nedeljko Tica	PROFITABILITY DYNAMICS OF FOOD COMPANIES AMIDST COVID-19 CHALLENGES: EVIDENCE FROM SERBIA. XXIX International Scientific Conference Strategic Management and Decision Support Systems in Strategic Management - SM 2024. Subotica. University of Novi Sad, Faculty of Economics in Subotica, 261-266. Link: https://www.ef.uns.ac.rs/sm2024/download/SM2024-proceedings.pdf	Scientific conference	M33	Published Online	Yes	4	1	10.46541/978-86-7233-428-9_377
2	Sanja Džever, Dražen Marić, Ksenija Leković, Dunja Kostić	GENERATION Z ATTITUDES TOWARDS ORGANIC FOOD: A REVIEW. XXIX International Scientific Conference Strategic Management and Decision Support Systems in Strategic Management - SM 2024. Subotica. University of Novi Sad, Faculty of Economics in Subotica, 279-286. Link: https://www.ef.uns.ac.rs/sm2024/download/SM2024-proceedings.pdf	Scientific conference	M33	Published Online	Yes	4	1	10.46541/978-86-7233-428-9_397
3	Sanja Džever, Milan Tatić, Bojan Matkovski, Danilo Đokić	GENERATION Z'S WILLINGNESS TO PAY FOR DOMESTIC AND ORGANIC MILK: A DISCRETE CHOICE EXPERIMENT IN SERBIA. Applied Ecology and Environmental Research, 22(5), 3919-3939. Link: https://www.aloki.hu/indvol22_5.htm	Journal article	M23	Published Online	Yes	4	3	10.15666/aeer/2205_39193939
4	Bojan Matkovski	AGRICULTURAL POLICY AND COMPETITIVENESS OF SERBIA IN THE EU INTEGRATION PROCESS. Link: https://pot4food.ef.uns.ac.rs/wp-content/uploads/2024/10/IAMO-forum-2024.pdf	Scientific conference	M35	Published Online	No	1	1	/
	Danilo Đokić	INFLUENCE OF CHEMICAL INPUTS ON LAND PRODUCTIVITY IN DIFFERENT TYPES OF AGRICULTURAL PRODUCTION. Link: https://pot4food.ef.uns.ac.rs/wp-content/uploads/2024/10/IAMO-forum-2024.pdf	Scientific conference	M35	Published Online	No	1	1	/
	Teodora Ilić	HOW STRONG IS THE CORRELATION BETWEEN LAND PRODUCTIVITY AND FARM PROFITABILITY? Link: https://pot4food.ef.uns.ac.rs/wp-content/uploads/2024/10/IAMO-forum-2024.pdf	Scientific conference	M35	Published Online	No	1	1	/
	Sanja Džever	ORGANIC AGRICULTURE AS AN ENVIRONMENTALLY FRIENDLY USE OF LAND IN SERBIA. Link: https://pot4food.ef.uns.ac.rs/wp-content/uploads/2024/10/IAMO-forum-2024.pdf	Scientific conference	M35	Published Online	No	1	1	/
5	Anja Šepa, Teodora Ilić, Nedeljko Tica	POKRETAČI PROFITABILNOSTI POLJOPRIVREDNIH GAZDINSTAVA U REPUBLICI SRBIJI. Financing, 3, 3-13. Link: https://financingscience.org/en/financing-3-1-24/	Journal article	M23	Published Online	Yes	3	1	10.7251/FIN2403003S
6	Stojanka Dakić, Daniela Nuševa, Kristina	PANEL ANALYSIS OF RELATIONSHIP BETWEEN SALES AND PROFITABILITY OF CROP PRODUCTION COMPANIES IN THE REPUBLIC OF SERBIA. Contemporary Agriculture, 73 (3-4), 250-258. Link: https://sciendo.com/article/10.2478/contagri-2024-0030	Journal article	M24	Published Online	Yes	6	1	10.2478/contagri-2024-0030

	Peštović, Teodora Ilić, Nedeljko Tica, Dejan Jakšić								
7	Žana Jurjević, Bojan Matkovski, Danilo Đokić, Stanislav Zekić	A METHODOLOGICAL FRAMEWORK FOR EVALUATION OF RURAL SETTLEMENTS: RURAL INDEX OF SERBIA. Land, 13, 2183. Link: https://www.mdpi.com/2073-445X/13/12/2183	Journal article	M22	Published Online	Yes	4	3	10.3390/land13122183
8	Ksenija Leković, Sanja Džever, Dunja Kostić	POTROŠAČKE NAVIKE GENERACIJE Z NA TRŽIŠTU ORGANSKIH PREHRAMBENIH PROIZVODA. Marketing, 56(2), 123-130. Link: https://www.sema.rs/repository/download/marketing-vol-56-no-2.pdf	Journal article	M51	Published Online	Yes	3	1	10.5937/mkng2502123L
9	Milan Tatić, Sanja Džever, Bojan Matkovski, Žana Jurjević, Danilo Đokić	IS THERE A MARKET FOR ORGANIC MILK IN SERBIA? INSIGHTS FROM DISCRETE CHOICE EXPERIMENT AND MEDIATION. XVIII Congress of the European Association of Agricultural Economists - EAAE 2025. Bonn, Germany.	Scientific conference	M34	Published Online	No	5	4	/
10	Milan Tatić, Bojan Matkovski, Danilo Đokić, Sanja Džever, Monika Hartman	MY MILK IS BETTER THEN YOURS! THE EFFECT OF ORIGIN LABELING REGIMES ON PREFERENCES OF SERBIAN MILK CONSUMERS. XVIII Congress of the European Association of Agricultural Economists - EAAE 2025. Bonn, Germany.	Scientific conference	M34	Published Online	No	5	3	/
11	Bojan Matkovski, Danilo Đokić, Stanislav Zekić, Žana Jurjević	COMPETITIVENESS OF OIL CROPS PRODUCTION: EVIDENCE FROM SERBIA. Frontiers in Sustainable Food Systems, 9. Link: https://www.frontiersin.org/journals/sustainable-food-systems/articles/10.3389/fsufs.2025.1651410/full	Journal article	M21	Published Online	Yes	4	3	10.3389/fsufs.2025.1651410
12	Radovan Kastratović	SUBSTITUTION OF TRADE POLICY INSTRUMENTS: THE CASE OF SERBIA. XXX International Scientific Conference Strategic Management and Decision Support Systems in Strategic Management - SM 2025. Subotica. University of Novi Sad,	Scientific conference	M33	Published Online	Yes	1	1	10.46541/978-86-7233-443-2_460

		Faculty of Economics in Subotica, 171-181. Link: https://www.ef.uns.ac.rs/sm2025/download/SM2025-proceedings.pdf							
13	Teodora Tica Ilić, Nikola Rakić, Bojana Vuković, Dejan Jakšić, Nedeljko Tica	THE ECONOMICS OF SOIL: DOES HIGHER PRODUCTIVITY GUARANTEE GREATER FARM PROFITABILITY? XXX International Scientific Conference Strategic Management and Decision Support Systems in Strategic Management - SM 2025. Subotica. University of Novi Sad, Faculty of Economics in Subotica, 216-223. Link: https://www.ef.uns.ac.rs/sm2025/download/SM2025-proceedings.pdf	Scientific conference	M33	Published Online	Yes	5	1	10.46541/978-86-7233-443-2_483
14	Sanja Džever, Dražen Marić, Ksenija Leković, Dunja Kostić	THE GENERATORS OF GENERATION Z'S POSITIVE WOM IN THE ORGANIC FOOD MARKET. XXX International Scientific Conference Strategic Management and Decision Support Systems in Strategic Management - SM 2025. Subotica. University of Novi Sad, Faculty of Economics in Subotica, 240-246. Link: https://www.ef.uns.ac.rs/sm2025/download/SM2025-proceedings.pdf	Scientific conference	M33	Published Online	Yes	4	1	10.46541/978-86-7233-443-2_444
15	Žana Jurjević, Bojan Matkovski, Stanislav Zekić, Danilo Đokić	IMPLEMENTATION OF IPARD FUNDS IN SERBIA: ANALYSIS OF THE CURRENT STATE AND PERSPECTIVE OF RURAL DEVELOPMENT. XXX International Scientific Conference Strategic Management and Decision Support Systems in Strategic Management - SM 2025. Subotica. University of Novi Sad, Faculty of Economics in Subotica, 254-260. Link: https://www.ef.uns.ac.rs/sm2025/download/SM2025-proceedings.pdf	Scientific conference	M33	Published Online	Yes	4	3	10.46541/978-86-7233-443-2_487
16	Tihomir Novaković, Danilo Đokić, Milan Tatić, Bojan Matkovski, Ivan Đurić	DECOMPOSITION OF TOTAL FACTOR PRODUCTIVITY IN THE DAIRY SECTOR: COMPARATIVE ANALYSIS OF SERBIA VS EUROPEAN UNION. Strategic Management. Link: https://www.smjournal.rs/index.php/home/article/view/530/235	Journal article	M22	Published Online	Yes	5	2	10.5937/StraMan2500002N
17	Bojan Matkovski, Teodora Tica Ilić, Žana Jurjević, Danilo Đokić, Stanislav Zekić	MARKET PERFORMANCE AND COMPETITIVENESS: THE EU-SERBIA SUGAR GAP. Agriculture, 15(22), 2399. Link: https://www.mdpi.com/2077-0472/15/22/2399	Journal article	M21	Published Online	Yes	5	4	10.3390/agriculture15222399

18	Milan Tatić, Sanja Džever, Bojan Matkovski, Danilo Đokić	Is there a Market for Organic Milk in Serbia? Insights from Discrete Choice Experiment and Latent Variable Model. Agribusiness.	Journal article	M22	Submitted	Yes	4	3	
19	Teodora Tica Ilić, Kristina Peštović, Bojana Vuković, Dejan Jakšić, Dušan Saković	Prediction of Earnings Management in the Agricultural Sector using Firm-Level Dana. Agricultural Economics - Zemědělská ekonomika.	Journal article	M22	Submitted	Yes	5	1	
20	Radovan Kastratović, Bojan Matkovski, Žana Jurjević, Danilo Đokić	The Divergent Trade Effects of SPS and TBT Provisions in the Deep Trade Agreements: A Gravity Approach. Agricultural Economics - Zemědělská ekonomika.	Journal article	M22	Submitted	Yes	4	4	
21	Danilo Đokić, Bojan Matkovski, Žana Jurjević	What have we learnt about the economic performances of farms based on FADN data? A comprehensive literature review. Foods.	Journal article	M21	Submitted	Yes	3	3	
22	Sanja Džever, Bojan Matkovski, Danilo Đokić, Ivan Đurić, Borislav Rajković	Seeing Organic: Analyzing Generation Z's Food Preferences in Serbia. British Food Journal.	Journal article	M21a	Submitted	Yes	5	3	