faculty of commercial and business sciences | fakulteta za komercialne in poslovne vede

international scientific conference | 11 | mednarodna znanstvena konferenca

Knowledge and business challenge in 2026
Faculty of commercial and business sciences
Celje, 19th November 2026

Znanje in poslovni izzivi v letu 2026
Fakulteta za komercialne in poslovne vede
Celje, 19. november 2026

PROGRAM KONFERENCE

CONFERENCE PROGRAMME



Konferenca poteka v živo in na daljavo prek aplikacije Zoom. Za sodelovanje na daljavo priporočamo uporabo aplikacije Zoom Workplace. | The conference is held in person and online via Zoom. For remote participation, we recommend using the Zoom Workplace application.

PROGRAM | PROGRAMME

ČETRTEK, 19. NOVEMBER 2026

08.00–08.30 **PRIJAVA UDELEŽENCEV** | Registration — I. nadstropje I 1st floor

08.30–08.45 **UVODNA SLOVESNOST** | Opening remarks



Andrej Geršak direktor FKPV | Director FCBS, Celje, Slovenia

doc. dr. **Tatjana Dolinšek** dekanja, FKPV | Dean, FCBS, Celje, Slovenia

08.45–10.30 **VABLJENA PREDAVANJA** | Invited Lectures



zasl. prof. dr. **Peter Umek**
UM (v pokoju) | Professor Emeritus, University of Maribor
Nekateri vidiki varnostne in forenzične psihologije | Some Aspects of Security and Forensic Psychology

izr. prof. dr. **Janez Mekinc**
UP FTŠ Turistica | University of Primorska, Faculty of Tourism Studies – Turistica
Vpliv UI na kibernetsko varnost v turizmu | The Impact of Artificial Intelligence on Cybersecurity in Tourism

10.30–11.00 **ODMOR** | Break — I. nadstropje I 1st floor

11.00–13.00 **SEKCIJE** | Sections

SEKCIJA I | Section I



SEKCIJA II | Section II



SEKCIJA III | Section III



SEKCIJA IV | Section IV



13.00–14.00 **ZAKLJUČNA OKROGLA MIZA** | Closing roundtable



Moderatorka | Moderator: mag. **Biserka Inkret**
Sodelujejo | Panelists: izr. prof. dr. **Janez Mekinc**, mag. **Saša Požar**, **Aleš Topolšek**

Zdravstveni turizem in moderni trendi v turizmu na področju dobrega počutja | Health Tourism and Modern Trends in Wellness Tourism

14.00 **KOSILO** | Lunch — (V / Plava terasa)

SEKCIJE

SEKCIJA I | Section I

Vodja sekcije / Chair: doc. dr. **Tatjana Dolinšek**

I/1

- **Aleksandra Kregar** | Ljudje in znamke kot strateški neopredmeteni viri organizacije ter pomen njihovega integriranega upravljanja / People and brands as strategic intangible resources of an organisation: the importance of their integrated management
- **Tatjana Dolinšek, Tamara Cirkveni Filipović** | Napoved finančne stiske podjetij z modelom Zmijewskega / Prediction of financial distress using the Zmijewski model
- **Anja Skrnički** | Državne obveznice in gospodarska rast v ZDA in evrskem območju 19-ih držav / Government bonds and economic growth in the US and the 19-country euro area
- **Boštjan Urbancl** | Prizadevanja za okrepitev industrijske proizvodnje v državah EU s poudarkom na zelenih tehnologijah / Efforts to strengthen industrial production in the EU with a focus on green technologies
- **Sebastian Lahajnar** | Vloga sodobnih tehnologij v menedžmentu poslovnih procesov / The role of modern technologies in business process management
- **Jovana Zoroja, Luka Kovač** | Artificial intelligence in retail investing through a comp. analysis of digital investment platforms

SEKCIJA II | Section II

Vodja sekcije / Chair: doc. dr. **Anita Goltnik Urnaut**

I/2

- **Anita Goltnik Urnaut** | Sodelovanje pri predmetu Medkulturno komuniciranje kot dejavnik razvoja kulturne inteligentnosti
- **Blagica Novkovska, Ksenija Dumičić, Emina Resić** | Fertility patterns in the EU27: correlation analysis and hierarchical clustering
- **Maja Meško, Mile Bošnjak, Mirjana Pejić Bach** | Raziskovanje dejavnikov inovacijske dejavnosti v Sloveniji in na Hrvaškem: primerjalna analiza podatkov Community Innovation Survey z uporabo strojnega učenja / Exploring innovation drivers in Slovenia and Croatia: a comparative machine learning analysis of community innovation survey 2022 data
- **Marija Zečević-Božić, Mirjana Pejić Bach, Vanja Šimičević** | Artificial intelligence in the workplace practices of generation Z in Croatia
- **Ksenija Dumičić, Hrvoje Mataković, Ivana Cunjak Mataković** | EU guest nights booked via online platforms and tourism intensity: focusing on Croatia
- **Tatjana Dolinšek, Ksenija Dumičić, Blagica Novkovska** | Educational achievement, gender, and STEM competencies: recent changes in Croatia, North Macedonia, and Slovenia, 2018-2025

SEKCIJE

SEKCIJA III | Section III

Vodja sekcije / Chair: mag. **Petra Vovk Škerl**

I/3

- **Staš Satler, Petra Vovk Škerl** | Integrirani model pridobivanja poslovnih projektov / Integrated model for acquiring business projects
- **Drago Papler, Goran Anjelić** | Stališča med mladimi v izobraževanju o konkurenčnosti in virih energije v Sloveniji in Srbiji / Attitudes among youth in education regarding competitiveness and energy sources in Slovenia and Srbija
- **Drago Papler** | Spremembe motivov za višješolsko strokovno izobraževanje v elektroenergetiki / Changes in motives for higher profesional education in the electric power industry
- **Alenka Tovornik** | Digitalni euro med evolucijo plačilnih sistemov in institucionalno transformacijo denarja / The digital Euro between the evolution of payment systems and the institutional transformation of money
- **Fadil Mušinovič** | Varnostni koordinator v vzgojno-izobraževalnih ustanovah: primerjalna analiza normativnih in organizacijskih okvirov Slovenije in Hrvaške / The school safety coordinator: a comparative analysis of the legal and organisational frameworks of Slovenia and Croatia

SEKCIJA IV | Section IV

Vodja sekcije / Chair: mag. **Inkret Biserka**

IV/4

- **Sebastjan Repnik, Bojan Macuh** | Varnostna kultura kot dejavnik konkurenčnosti slovenskih naravnih zdravilišč: kvantitativna analiza stališč in praks zaposlenih / Safety culture as a factor of competitiveness in Slovenian natural health resorts: a quantitative analysis of employees' attitudes and practices
- **Bojan Macuh, Sebastjan Repnik** | Paradigma medgeneracijskega zdravstvenega varstva: integracija skupnostne oskrbe v luči demografskih sprememb / The paradigm of intergenerational healthcare: integrating community care in the light of demographic changes
- **Andrej Raspor, Fadil Mušinović, May Doušak, Barbara Franić, Jelena Putica Džajić, Nikola Abramović** | Akademski stres v času COVID-19: primerjalna analiza študentov in visokošolskih učiteljev v državah nekdanje Jugoslavije / Academic stress during the COVID-19 pandemic: a comparative analysis of students and higher education teachers in the countries of the former Yugoslavia
- **Andrej Raspor, Fadil Mušinović, May Doušak, Barbara Franić, Jelena Putica Džajić, Žaneta Trajkoska** | Netiketa v spletnem visokošolskem izobraževanju: razkorak med pričakovanji študentov in visokošolskih učiteljev v državah nekdanje Jugoslavije / Netiquette in online higher education: the gap between students' and higher education teachers' expectations in the countries of the former Yugoslavia
- **Andrej Raspor, Bojan Macuh, Rok Bratina** | Demografski dejavniki in športna aktivnost v Sloveniji: analiza odnosov, participacije in blagostanja / Demographic factors and physical activity in Slovenia: an analysis of attitudes, participation, and well-being
- **Bojan Macuh, Andrej Raspor** | Nasilje nad starejšimi: prikrita težava sodobne družbe / Violence against older people: a hidden problem in modern society

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