



ISSE 2025

Faculty of Economics, Niš

17th INTERNATIONAL SUMMER SCHOOL OF ECONOMICS
7-11 July 2025, Niš, Serbia

'SMART CITY & AI: student edition'

AGENDA

Monday, 07. 07. 2025 - FEUN

09 30 - 10 00	Registration of participants
10 00 - 10 30	Opening ceremony and introductory speeches: <ul style="list-style-type: none">▪ Vladislav Marjanović, PhD, Faculty of Economics Niš, Dean▪ Dejan Đorđević, PhD, Faculty of Economics Niš, Vice-Dean▪ University of Niš representative▪ Aleksandar Manasijević, PhD candidate, Head of SNICEF▪ Guests - introductory speeches
10 30 – 11 30	Introductory lecture: Azucena Herrera, PhD, University of Texas, Rio Grande Valley, USA: "Leading in Smart Cities: Strategic Roles for Business Leaders, Entrepreneurs, Innovators, and Policymakers"
11 30 – 12 15	Anton Vorina, PhD, Vocational college Celje, Slovenia: "AI, Smart Work and Engaged Employees: Boosting Life Satisfaction in the Modern Workplace" , lecture
12 15 – 13 00	Coffee / Lunch break
13 00 – 15 00	Sigrid Glomdal, Oslo Metropolitan University, Norway: "Environmental Psychology and Behavior Change"
15 00 -	Free time

Tuesday, 08. 07. 2025 – FEUN

10 00 – 11 30	Workshop – Claudia Romelli, Cristina Ragazzi, Poliedra - Politecnico di Milano, Italy: "Systems Thinking for Sustainability: DPSIR and Ecosystem Services Practice"
11 30 – 12 00	Coffee break
12 00 – 14 00	Workshop – Claudia Romelli, Cristina Ragazzi, Poliedra - Politecnico di Milano, Italy: "Systems Thinking for Sustainability: DPSIR and Ecosystem Services Practice"
14 00 – 17 00	City walking tour

Wednesday 09. 07. 2025 - FEUN

10 00 – 11 30	Workshop - Nikola Pejović, Nenad Dimitrijević: "AI powered cities of the future"
11 30 – 12 00	Coffee break
12 00 – 14 00	Workshop - Nikola Pejović, Nenad Dimitrijević: "AI powered cities of the future"

Thursday, 10. 07. 2025 - FEUN

10 30 - 11 00	Oslo Metropolitan University, Norway: UR DATA project presentation
11 00 – 11 30	Coffee break
11 30 – 13 00	Ferdi Akbiyik, Isparta University of Applied Sciences, Turkey: "Neuromarketing and Methods Used in Neuromarketing"
12 00 – 12 30	Hasan Senol, Isparta University of Applied Sciences, Turkey: "Environmental Accounting"
12 30 – 13 00	Mehmet Dinc, Isparta University of Applied Sciences, Turkey: "Green Intellectual Capital"
13 00 – 13 30	Coffee break
13 30 – 16 00	Organizations & Country presentations
20 00 -	Ethno dinner, restaurant Ognjište lux

Friday, 11. 07. 2025 - FEUN

11 00 – 12 00	Diploma ceremony and closing speech
12 00 –	Departure of participants

