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MICEB

**Montenegrin International
Conference on Economics
& Business**

UNIVERSITY OF MONTENEGRO, FACULTY OF ECONOMICS
as a partner in the CROSS-REIS project, is organizing
a special academic session at the

Montenegrin International Conference on Economics & Business MICEB 2025

“SHAPING SUSTAINABLE ECONOMIES: THE ROAD TO EU MEMBERSHIP”

May 29th – 31st, 2025 / Budva, Montenegro

Location: AVALA Resort and Villas



www.miceb.me

CALL FOR PAPERS

Montenegrin International Conference on Economics & Business will bring together renowned scientists and researchers, representatives of the international business community, and creators of economic policies to affirm the best practices for creating an optimal environment that stimulates economic growth and sustainable development.

A special academic session will be organized under the framework of EU Horizon **CROSS-disciplinary network for research excellence in Regenerative Economy Innovation eco-Systems (CROSS-REIS)** project. The topic of the CROSS-REIS session is **“Regenerative Tourism: Exploring Sustainable Tourism Practices and Principles”**. As the goals of the project are to advance the transition towards a regenerative economy paradigm and shape a sustainable future through collaborative research and innovation in contemporary fields such as circular economy, waste management, and urban biodiversity, this session aims to bring together distinguished scientists, researchers and economic policy creators, as well as to endorse optimal practices that foster economic growth and sustainable development, through entrepreneurship and innovation.

The CROSS-REIS session invites theoretical and empirical contributions on the following topics:

TOPICS OF THE CONFERENCE

Regenerative Tourism and Local Economies

Community-Led Tourism Models

Beyond Sustainability: Regenerative Tourism as a Policy Framework

Measuring the Impact of Regenerative Tourism

Technology and Regenerative Tourism

Circular Economy in Tourism

Green and Digital Transition in Tourism

Regenerative Tourism in Rural and Underserved Areas

ESG Metrics for the Tourism Sector

Cultural Heritage and Regenerative Tourism

Tourism's Role in Achieving Net Zero

The Future of Sustainable Mobility in Tourism

Eco-Resorts and Regenerative Hospitality

IMPORTANT DATES

Abstract submission deadline:	March 10th, 2025*
Extended abstract deadline:	April 10th, 2025
Notification of abstract acceptance to authors:	April 18th, 2025
Conference:	May 29th-31st, 2025

***Note:** Authors who would like to submit research papers for publication need to check the dates mentioned in calls for selected publications (see publication opportunities).

Full paper submission is optional. Only full paper submissions apply for the inclusion in the journal's special issue.

PRELIMINARY SCHEDULE

May 29th – Plenary Session & Keynote Speakers

May 30st – Conference Session & Student Session

May 31st – Conference Closing Remarks

KEYNOTE SPEAKERS

Sabine Gebert Persson, Associate Professor, Uppsala University

"Sustainable Visits and Future Footprints"



Sabine Gebert Persson is an Associate Professor of Marketing at Uppsala University with expertise in tourism destination organization, tourist behavior, actor engagement, and legitimacy. She has contributed to major research programs like Horizon2020 and has published extensively in academic journals and books.

Her recent research focuses on regenerative tourism and measuring tourist engagement in rural and peri-urban areas. She has received multiple awards for her contributions, including the Uppsala Business & Economics Students Association's Teacher of the Year award in 2024.

Boris Mihaljević, General Manager, Plataran Bromo/Borobudur Resort & Spa

"Implementing Green and Regenerative Tourism Principles in Hotel Operations – Challenges and Best Practices from the Field"

Boris Mihaljević is an experienced hospitality professional. His current role is General Manager at the Plataran Bromo/Borobudur Resort & Spa. His role is focused on enhancing guest experiences, optimizing financial performance, driving sustainability initiatives, and leading a high-performing team to deliver excellence in luxury hospitality.

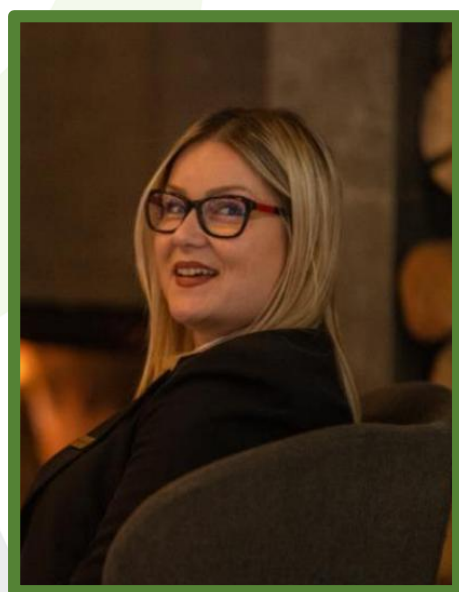
He holds a Specialist degree from the University of Montenegro, Faculty of tourism and hospitality in Kotor. He is proficient with Epsilon and Micros software, and has several certifications in bookkeeping and hospitality.



**Nikola Jakovljević, General Manager, Hotel Ramonda and
Irena Gligorijević, Hotel Operations Manager, Hotel Ramonda**

“Branding green destinations: the experiences from Hotel Ramonda, Serbia”

Nikola Jakovljević is an experienced hospitality and tourism professional with over 15 years of leadership in top hotels and restaurants across Serbia and Montenegro. He currently serves as the General Manager of Hotel Ramonda on Rtanj Mountain, where he leads strategic operations focused on service excellence and business growth. Throughout his career, Nikola has successfully managed both operational and F&B departments in prestigious establishments, and is recognized for his dedication to quality, team development, and guest satisfaction. His passion for the industry is matched by a commitment to continuous improvement and innovation in hospitality.



Irena Gligorijević is a Hotel Operations Manager and Head of Front Office at Hotel Ramonda, Serbia. She holds a Master's degree in Tourism and Hotel Management and a Bachelor's in Finance, Banking, and Insurance from the University of Niš.

Her experience includes working at AIK Banka AD and managing Hotel Ramonda's reception team for six years. She oversees the rooms division, hotel sales, guest relations, and staff recruitment/training. Irena also participates in the EU ESSEFT project and the Dual Education program. She has received several awards, including “Manager of the Most Successful Rooms Division in Serbia” (2020 & 2021) and “Ambassador of Excellent Service”.

Marija Todorović, General Manager, Hotel Biogor Wellness & Spa

“Thermal water - the main base of sustainable tourism at the Biogor hotel”

Marija Todorović is a graduated geographer and tourismologist at the Faculty of Science and Mathematics in Niš. After graduating from college, Marija Todorović has worked in the media for 10 years as a journalist, presenter and program editor.

She started her career in the hotel industry at the Ramonda Hotel as a receptionist. She has progressed through the sales position to the manager of sales and marketing.

Marija has been in the position of general manager of Hotel Biogor for less than two years. She has equally participated in EU ESSEFT projects.



Iva Petrović, Executive Director, Nordic Business Alliance

“Smart Cities & Regenerative Tourism: Roadmap for Sustainable Communities in the Western Balkans”



Iva Petrović is Executive Director of the Nordic Business Alliance, a regional Nordic hub covering Serbia, Montenegro and North Macedonia. In close collaboration with four Nordic embassies – Denmark, Finland, Norway and Sweden – Iva leads initiatives focused on green transition, sustainable development, circular economy, smart cities, and health and well-being of the citizens, promoting unique Nordic values and business practices. Her organization's aim to be a productive, relevant platform that drives positive change in business environment, and society at large, assisting the countries' EU accession processes. Iva is a seasoned business professional with over 20 years of international experience in various industries, functions and geographies. She

holds a BA in Economics and MBA from Harvard Business School. In her free time, Iva enjoys travel and activities in nature. She is an avid hiker, skier and runner.

SUBMISSION AND DECISION

Authors can participate in the conference with an abstract OR with a full paper. Submitted abstracts and papers written in English should comply with the format of the Conference Instruction for Authors, must not have been published before and not be under review for any other conference or publication. All abstracts and papers will be subjected to a “blind review” by at least two members of the Scientific Committee.

A Book of Abstracts will be published following the conference.

By providing the chance to submit full research papers for publication, the conference hopes to promote the exposure of the research presented at the site on a global scale. Selected full papers from the Conference will have an opportunity to be published in the following publications:

1. Special Issue of the *Journal Regional Science Policy and Practice* - **Green Transition and Regional Resilience: Sustainable Development Trajectories in Tourism-Intensive Regions**. More details about this opportunity can be found [HERE](#).
2. A book titled **From Circular Economy to Regenerative Tourism: Pathways for Sustainable Development** published by Springer in the *Geographies of Tourism and Global Change* book series (indexed in Scopus). This edited monograph aims to investigate regenerative tourism as a transformative model within the broader framework of sustainable development. The book will be provided open access for all chapters. More details about this publishing opportunity can be found [HERE](#).

Note: only full paper submissions apply for the inclusion in the aforementioned publishing opportunities.

CONFERENCE FEES

Conference participation is free of charge for CROSS-REIS partners (basic package).

For details on the registration process and cancellation policy please visit: www.miceb.me

ORGANISING COMMITTEE

Mijat Jocović, University of Montenegro

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Filip Gregl, University of Montenegro

Magdalena Đurašković, University of Montenegro

Melina Petromelidou, ASECU, Greece

ACCOMMODATION

Please consider that the AVALA Resort and Villas is the conference venue. Special prices and booking links for conference participants are available at the official website: www.miceb.me

