



**IC-SHARE**

International Conference on Sharing Economy and Contemporary Business Models: Theory and Practice

International Conference on Sharing Economy and Contemporary Business Models: Theory and Practice

# IC-SHARE 2024

University of Belgrade,  
Faculty of Organizational Sciences

**May 10<sup>th</sup>-11<sup>th</sup>, 2024**



## IC-SHARE CONFERENCE PROGRAMME



UNIVERSITY OF BELGRADE  
FACULTY OF ORGANIZATIONAL SCIENCES

University of Belgrade - Faculty of Organizational Sciences



UNIVERSITY OF BELGRADE  
FACULTY OF TRANSPORT  
AND TRAFFIC ENGINEERING

University of Belgrade - Faculty of Transport and Traffic Engineering



UNIVERSITY OF BELGRADE  
Faculty of Economics  
and Business

University of Belgrade - Faculty of Economics and Business



Science Fund  
of the Republic of Serbia

Science Fund of the Republic of Serbia

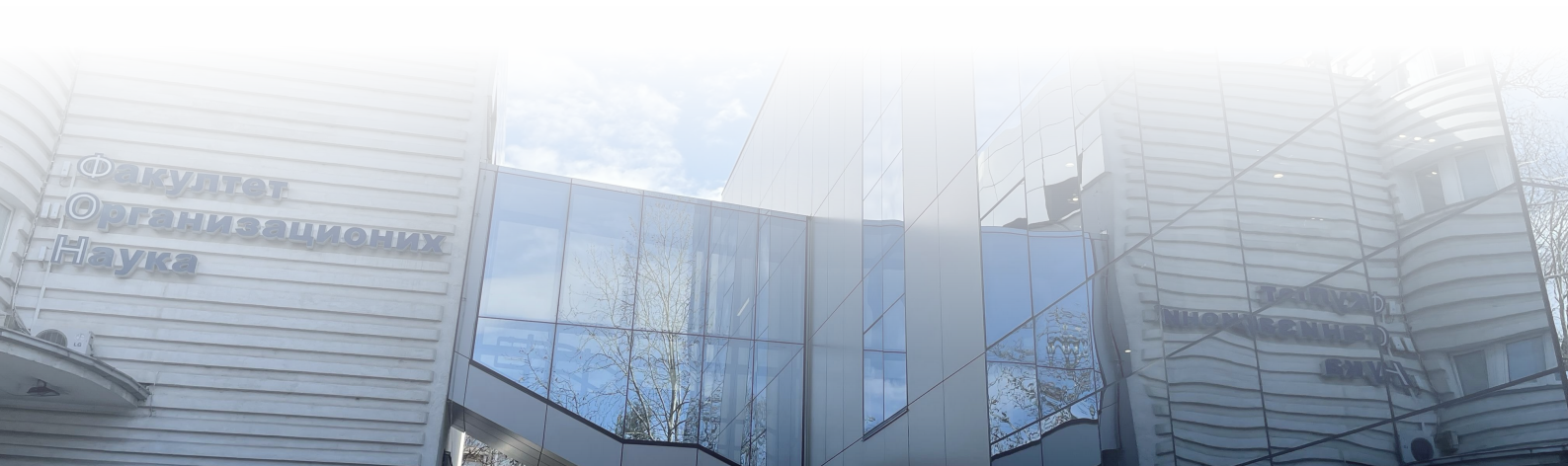


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## CONFERENCE PROGRAMME AT A GLANCE

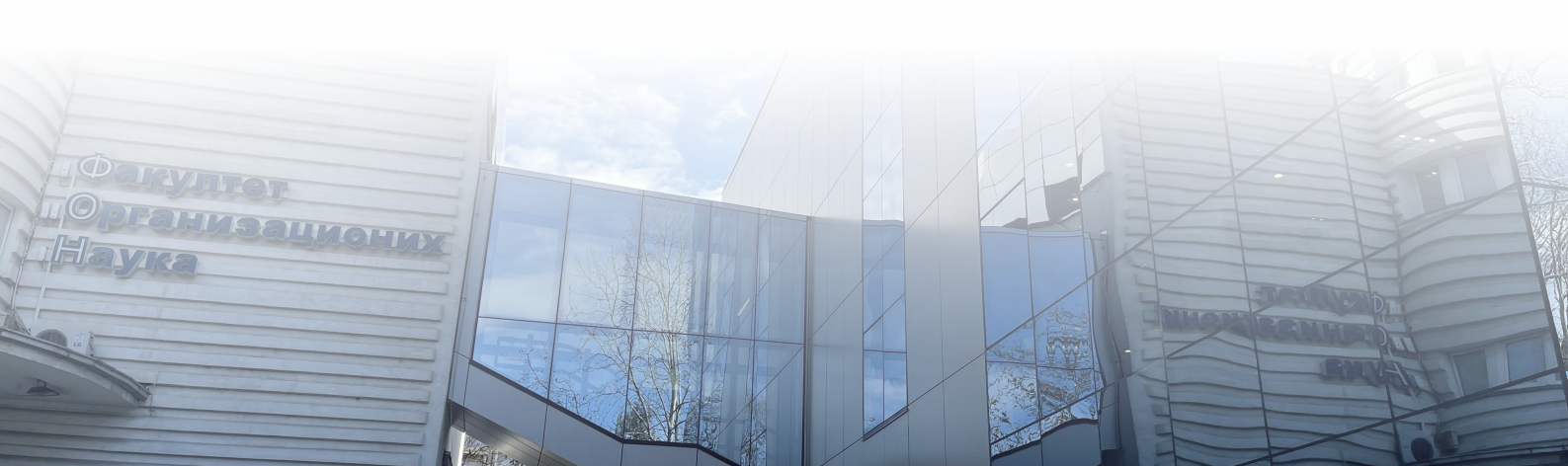
Time	May 10th, 2024	Time	May 11th, 2024
		09:00 – 09:30	Registration
		09:30 – 10:30	Coffee and Meet-the-Editor 1
		10:30 – 12:00	Paper sessions I
		12:00 – 12:45	Plenary lecture 3
		12:45 – 14:00	Break
		14:00 – 15:00	Coffee and Meet-the-Editor 2
13:30 – 15:00	Registration	15:00 – 15:45	Plenary lecture 4
15:00 – 15:30	Opening ceremony	15:50 – 17:20	Paper sessions II
15:30 – 16:15	Plenary lecture 1	17:20 – 17:30	Closing ceremony
16:30 – 17:15	Plenary lecture 2	17:30 – 19:30	Free time
17:15 – 20:00	Welcome cocktail	19:30 – 23:00	Gala dinner





## CONFERENCE PROGRAMME FOR FRIDAY, MAY 10TH, 2024

Time	May 10 <sup>th</sup> , 2024
13:30 – 15:00	Registration – Amphitheatre 5, FOS, new building, second floor
15:00 – 15:30	Opening ceremony – Amphitheatre 5, FOS, new building, second floor
15:30 – 16:15	Plenary lecture 1 – PhD Shaul Shalvi - Amphitheatre 5, FOS, new building, second floor
16:30 – 17:15	Plenary lecture 2 – PhD Jovana Karanović - Amphitheatre 5, FOS, new building, second floor
17:15 – 20:00	Welcome cocktail - FOS, new building, lobby



# CONFERENCE PROGRAMME FOR SATURDAY, MAY 11TH, 2024

Time		May 11th, 2024				
09:00 – 09:30		Registration – Amphitheatre 5, FOS, new building, second floor				
09:30 – 10:30		Coffee and Meet-the-Editor 1 – John Cadogan – International Marketing Review – Amphitheatre 5, FOS, new building, second floor				
10:30 – 12:00		Paper sessions I				
Amphitheatre 4	Amphitheatre 5	60	61	62		
Behavior of users in the sharing economy	Advanced data analytics in the sharing economy	Regulation and policy of the sharing economy & The role of trust in sharing economy	Sharing economy business models	Crowdfunding and financial aspect in the sharing economy era		
<p>Preferences of Gen Z towards using sharing economy platforms in the fashion industry: Evidence from Serbia - Rajković, Teodora*; Maričić, Milica; Nikolic, Dejana; Lečić-Cvetković, Danica</p> <p>Serbian Gen Z and the Gig Economy: Unveiling Perceptions and Motivational Factors - Drinjak, Nikola*; Živković, Danica; Ignjatović, Marina; Komazec, Stefan</p> <p>Attitudes of Young Engineering Students Towards Sustainable Transport and Its Infrastructure - Petrović, Luka*; Bjelica, Dragan; Pamučar, Dragan</p> <p>Unveiling Crucial Factors Shaping Ridesharing Usage Intention: Insights from Serbia - Živojinović, Tanja*; Zornić, Nikola; Petrović, Marijana; Marković, Aleksandar</p>	<p>Segmentation of ride-sharing consumers: The case of BlaBlaCar users from the Republic of Serbia - Golubović, Teodora*; Maričić, Milica; Drinjak, Nikola</p> <p>Sharing Economy Index: How Can it Be Altered? - Maričić, Milica*; Uskoković, Veljko; Drinjak, Nikola; Panzaru, Emil</p> <p>Navigating the Gig Economy Landscape: Assessing Methodological Challenges through the Lens of Gigmeter™ - Radonjić, Ljubivoje*; Anđelković, Branka; Jakobi, Tanja; Kalinić, Zoran; Ivanović, Vladan*; Milošević, Marko</p> <p>Profiling Shared Accommodation Users: A Segmentation Study of European Countries – Babić, Aleksandra</p>	<p>Examining the Sensemaking Process of Economically Vulnerable Groups in the Sharing Economy Context - Ramadan, Nora; Hassani, Mohamed; Filipović, Jelena; Micevski, Milena*</p> <p>A trade-off between negative externalities and performance in the sharing economy - Meggiorin, Katia*</p> <p>The Role of Trust: The Cornerstone of Sharing Economy Services - Brklač, Milan*; Sudarević, Tomislav; Marić, Dražen</p> <p>Trust Dynamics: Shaping Trust in User Reviews Within Serbia's Sharing Community - Nikolić, Mina*</p>	<p>Navigating the Landscape of Sharing Economy: Servitization-based Business Model Innovation - Đorđević Tomić, Anđelija*; Stošić, Bljana; Milutinović, Radul</p> <p>Farm to Fork Initiative Towards Sharing Economy in Serbian Agriculture: A Case Study of Farmit Startup - Čudanov, Mladen*; Pavlović, Sava; Jovanović, Lazar</p> <p>The Link Between the Psychology of the Leader and ESG Influenced Business Models in Family Businesses - Milos, Lulj*; Jeremic, Emilija</p>	<p>Crowdfunding in Serbia: What do We Know So Far? - Tepavčević, Aleksandra*; Veljkovic, Jelena</p> <p>Crowdfunding and Entrepreneurial Drive: A New Paradigm in the Sharing Economy - Borozan, Tea*; Đorđević, Anđelija; Stanimirović, Petar</p> <p>Backer Profiling: What Drives Engagement in Crowdfunding? - Uskoković, Veljko*; Živanović, Milutin; Ribić, Maja; Janjić, Jovana</p> <p>Online labor platforms and taxation: A scoping review - Vukmirović, Valentina*; Spasenić, Željko; Milosavljević, Miloš</p>		
12:00 – 12:45		Plenary lecture 3 - PhD Vadim Grinevich - Amphitheatre 5, FOS, new building, second floor				
12:45 – 14:00		Break				
14:00 – 15:00		Coffee and Meet-the-Editor 2 - Wim Vanhaverbeke and Ching T. Liao – Technovation - Amphitheatre 5, FOS, new building, second floor				
15:00 – 15:45		Plenary lecture 4 - PhD Božidar Vlačić - Amphitheatre 5, FOS, new building, second floor				
15:50 – 17:20		Paper sessions II				
Amphitheatre 4	Amphitheatre 5	60	61	62		
Learning, sharing knowledge and education in the context of sharing economy	ICT-enabled sharing economy	Sharing economy and smart cities	Sharing economy in transportation, tourism and hospitality	Sharing economy and sustainable development		
<p>Reducing Transaction Costs of Epistemic Recognition through Online Platforms: Empowering Marginalised Academic Communities to Challenge Epistemic Injustice – Ilbiz, Ethem*; Akbar, Yusaf; Tracogna, Andrea</p> <p>Sharing economy value perception and employees' workplace satisfaction in co-working spaces – Kovačević, Ivana*; Anđelković Labrović, Jelena; Jovanović, Milica</p> <p>Airbnb in Academic Focus: A Bibliometric Analysis of Research Trends and Author Productivity - Jovanović, Vuk*; Zornić, Nikola; Marković, Aleksandar</p> <p>Unlocking Opportunities for Logistics Operators: An exploration of the sharing economy in automotive industry - Raković, Kristina*; Petrović, Marijana; Živojinović, Tanja</p>	<p>Experience in implementation of Internet of Things technologies in management practices: from optimization to innovation - Shumyliak, Liliia*</p> <p>The digitalization of the social economy: The case of the city of Barcelona - Rodríguez, Nuria Vega*; Espelt, Ricard</p> <p>Application of blockchain in the sharing economy: Use case of ride-sharing platform - Mitrović, Dušan B*; Minović, Miroslav; Milovanović, Milos</p> <p>Enhancing Trust and Security in Peer-to-Peer Transactions through Blockchain Technology: A Comprehensive Exploration - Antić, Katarina*; Milosavljević, Katarina</p>	<p>Sharing economy from the perspective of the urban economy - Wójcik-Czerniawska, Agnieszka*; Grzymata, Zbigniew; Adamczak, Jacek</p> <p>Mapping Sharing Economy Landscapes: A Segmentation Analysis of World's Cities - Veljkovic, Jelena*; Tepavčević, Aleksandra</p> <p>Implementing a smart city in a developing country: The case of Guatemala City - Juárez Brenner, José Rodrigo*</p> <p>Sharing Systems in Urban Mobility - Senić, Danijela*, Mirović Valentina, Mitrović Simić, Jelena</p>	<p>Market breaking, market shaking, market making and market shaping: How has the sharing economy idea travelled in tourism? - Gebert-Persson, Sabine; Geissinger, Andrea; Laurell, Christofer; L'Espoir Decosta, Patrick; Öberg, Christina*</p> <p>Institutional Work of Sharing Platforms and Incumbents in Brussels: Comparing the Ride-Hailing and Hospitality Industry - Distelmans, Michael*; Scheerlinck, Ilse</p> <p>Exploring Guest Preferences: A Focus Group Study on Airbnb Accommodation Attributes - Ignjatović, Marina*; Bojković, Nataša; Zornić, Nikola; Kuć, Vukašin</p> <p>Shared Urban Mobility as a Part of Shared Economy - Slavulj, Marko*; Vidan, Luka; Slavulj, Aurora</p>	<p>Digitally intermediated institutionalisation: The case of the sharing economy business model - Öberg, Christina*</p> <p>The Power of Sharing in Disaster Management: Insights from a Bibliometric Review - Radaković, Jelena Andreja*; Petrović, Nataša</p> <p>Towards Sustainability: A Quintuple Helix Approach in the Circular Economy Framework - Petrović, Nataša*; Lazović-Lønningen, Aleksandra</p> <p>Unveiling the Green Potential: Exploring Sustainable Value Creation in Serbia's Sharing Economy - Stanimirović, Petar*; Borozan, Tea; Petrović, Dejan</p>		
17:20 – 17:30		Closing ceremony - Amphitheatre 5, FOS, new building, second floor				
17:30 – 19:30		Free time				
19:30 – 23:00		Gala dinner – Dva Jelena restaurant, Skadarska 32				