



# International Journal of Emerging Trends in Management

Volume 1, Issue 1

Quarterly, peer-reviewed open-access journal

Online ISSN: coming soon

Journal homepage: <https://publishing.mindseurope.com/index.php/ijetm>

## Editor-in-Chief

**Miroslav Vujičić**

Minds Europe - Institute for Research Excellence and Technological Advancement  
[etm@mindseurope.com](mailto:etm@mindseurope.com)

## Managing Editor

**Uglješa Stankov**

Minds Europe - Institute for Research Excellence and Technological Advancement  
[etm@mindseurope.com](mailto:etm@mindseurope.com)

## Publishing editor

**Milica Solarević**

Minds Europe - Institute for Research Excellence and Technological Advancement  
[publishing@mindseurope.com](mailto:publishing@mindseurope.com)

## Website technical editor

**Vladan Pešić**

Minds Europe Institute for Research Excellence and Technological Advancement  
[publishing@mindseurope.com](mailto:publishing@mindseurope.com)

## Editorial Board

**Ilkyeong Moon**

Seoul National University, South Korea

**Adam B. Carmer**

University of South Florida, USA

**Chengli Shu,**

Xi'an Jiaotong University, China

**James Kennell**

University of Surrey, United Kingdom

**Danijela Ćirić Lalić**

University of Novi Sad, Serbia

**Gordana Kranjac-Berisavljević**

University for Development Studies, Ghana

**Iva Slivar,**

Juraj Dobrila University of Pula, Croatia

**Miha Lesjak**

University of Primorska, Slovenia

**Biljana Basarin**

Minds Europe Institute for Research Excellence and Technological Advancement, Serbia

**Dino Mijukić**

University of Sarajevo, Bosnia and Herzegovina

## Publisher

**MINDSEUROPE**

Institute for Research Excellence and Technological Advancement



**Umovi Evrope - Institut za naučnu izvrsnost i tehnološki napredak**

Bulevar Despota Stefana 16

21000 Novi Sad, Serbia

Email: [publishing@mindseurope.com](mailto:publishing@mindseurope.com)

Website: [www.mindseurope.com](http://www.mindseurope.com)

## Copyright and Licensing

© 2025, Novi Sad, Serbia.

This is an open access publication distributed under the terms and conditions of the Creative Commons Attribution (CC BY 4.0) license.

## Disclaimer

The opinions expressed in the published papers are those of the authors and do not necessarily reflect the views of the editors, the editorial board, or the publisher. Minds Europe Institute for Research and Technological Advancement assumes no responsibility for any errors or consequences arising from the use of information contained in this journal.



### Aims and scope

**International Journal of Emerging Trends in Management (ETM)** is an interdisciplinary international academic journal published quarterly. ETM serves researchers and practitioners across diverse management and marketing domains. ETM supports topics including service management, marketing management, human resource management, environmental and ecosystem management, information technology management, research and development management, quality management, strategic and public management, as well as emerging sectors influenced by digital transformation and sustainability.

### Major aims:

- **Innovative developments:** To collect and disseminate cutting-edge research and advanced developments in management science, addressing both theoretical innovations and practical applications across all sectors of the economy, society and environment.
- **Methodological and strategic progress:** To foster progress in management methodologies, policies, and strategic practices that respond to rapid technological change, evolving social dynamics, raising environmental issues and shifting geopolitical landscapes.
- **Comprehensive scope:** To cover a broad spectrum of management challenges and practices, from traditional service management to emerging trends in digital transformation, sustainability, and interdisciplinary applications.

**ETM** invites the submission of original, high-quality research papers, general surveys, critical reviews, as well as case studies, research notes and viewpoint papers, that offer valuable insights into the evolving landscape of management.

### Scope

The journal covers many aspects of management and marketing, particularly:

- Sustainable operations
- Innovation and technology
- Project and strategic management and marketing
- Organizational behavior and human resource management and marketing
- Subjective wellbeing and digital wellbeing
- Climate change and environmental management and marketing
- Ecosystem management and marketing
- Industry 5.0, Tourism 5.0 and smart tourism
- Quality, maintenance, and logistics
- Digital transformation
- Applications of Artificial Intelligence in management and marketing
- Automation, Robotics in Management and marketing
- Education, training, and best practices in management and marketing.

### Publication Ethics

**Publication ethics and malpractice statement.** All participants, authors, reviewers, and editors, must agree to clear expectations of ethical conduct. Our guidelines draw heavily on [COPE's Core Practices](#) and [Elsevier's Publishing Ethics Resource Kit](#).

### Conflict of interest

Authors must disclose any potential conflicts of interest that could influence the interpretation of their work. This includes financial, personal, or professional relationships with organizations or individuals that may be perceived as influencing the research outcomes. All authors are required to include a conflict-of-interest statement in their manuscript.



## Contents

### Viewpoint paper

**Transformative Shifts in Management and Marketing in the AI Era - Launching the Inaugural Issue of the International Journal of Emerging Trends in Management**

*Miroslav D. Vujičić, James Kennell, Miha Lesjak, and Dino Mujkić*

pp. 1-4

### Viewpoint paper

**Tourism Technology Optimism in Challenging Times: Harsh Lessons**

*Milica Solaerović, Adam B. Carmer, Iva Slivar, and Sotiris Themistokleous*

pp. 5-10

### Original paper

**User Perspectives on the Management of Climate Products and Services in South-East Europe: An Exploratory Analysis**

*Gordana Kranjac-Berisavljevic, Richard Kwame Dogbey, Osei Agyemang Agyemang, Yayra Agbemabiese, Felix Kofi Abagale, and Biljana Basarin*

pp. 11-24

### Viewpoint paper

**A Manifesto for Mindful Tourism: Managing Tourist Experiences through Consciousness**

*Milica Vujičić, Uglješa Stankov, and Jana Čarkadžić*

pp. 25-28