



book of abstracts

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SOCIAL, ECONOMIC AND POLITICAL CONSTRUCTION OF COVID-19

12-13 May, 2023



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Goran Bašić

Editors

Veselin Mitrović

Naomi Zack

Organizing Committee

Nataša Jevtić

Predrag Jovanović

Marko Mandić

International Program Committee of the Meeting "Social, Economic and Political Construction of COVID-19"

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INSTITUTE OF SOCIAL SCIENCES
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BOOK OF ABSTRACTS



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INTERNATIONAL SCIENTIFIC CONFERENCE

SOCIAL, ECONOMIC AND POLITICAL CONSTRUCTION OF COVID-19

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Đurđica Stanković

Institute of Social Sciences

Belgrade, Serbia

The Impact of COVID-19 on Green and Digital Transformation in the Republic of Serbia

The socio-political and economic crisis caused by the COVID-19 pandemic has emphasized the need of finding innovative ways of doing business that will benefit society in the long term and contribute to the economy's competitiveness. Community and business entities have been brought to the point where green and digital transformation is no longer an option but a necessity. The paper aims to analyze the successful recovery and parallel transition to a green and digital economy in Serbia. The basic premise of the article is that the transition to low-carbon development, which is based on solid micro, small and medium-sized enterprises, and ambitious reform programs, can contribute to the creation of an economic environment based on intelligent specialization and innovation, which will make the country more resistant to future crises. The consequences of the crisis are profound and have reached every sphere of society and economy. The research will identify long-term recovery and development corridors through decarbonization and green transition. Investing in digital technologies is an imperative of today, because more than a half of the companies have been missing the opportunities that digital business provides. Using circular business models and bringing production closer to consumption will reduce import dependence. In this way, the country's economy will be protected from earthquakes at the global level. The pandemic has shown the risks associated with traditional, linear supply chains: dependence on the People's Republic of China proved particularly costly due to interruptions in the supply chain.

Keywords: Green Economy, Smart Specialization, Digital Business, Circular Economy, People's Republic of China