



# SPORTICOPEDIA SMB 2025

INTERNATIONAL CONFERENCE

THIRD INTERNATIONAL SCIENTIFIC CONFERENCE  
SPORTICOPEDIA-SMB2025

## PROGRAM

Chairman of the Scientific Committee

Dejan Dašić, PhD  
Faculty of Sport

November 14-15. 2025

Belgrade, SERBIA



PROGRAM OF THE THIRD INTERNATIONAL SCIENTIFIC CONFERENCE

## SPORTICOPEDIA-SMB2025

Sport in the Focus of the 21st Century:  
Educational, Social, and Media Aspects



Location: Faculty of Sport, University „UNION - Nikola Tesla“  
Narodnih heroja 30/1, 11070 Novi Beograd

Time: Friday the 14th November 2025. from 11 a.m. - 6 p.m.  
Saturday the 15th November 2025. from 10 a.m. - 1 p.m.

## THE PROGRAM

Friday the 14th November 2025; from 11 a.m. : Registration of participants and distribution of conference materials

12.00 a.m. : The Beginning of the Conference

12.05 - 12.15 a.m. : Welcoming Speeches, Opening of the Conference and Opening Remarks

Greetings:

Bojan Mededović, PhD, Faculty of Sport, Dean

12.15 a.m. - 1.45 p.m. : Plenary Session:

Speakers:

Katarina Šiljeg

PHYSIOLOGICAL BASIS OF TRAINING, PLANNING  
AND PROGRAMMING IN SWIMMERS

Mithat Blagajac

HOLISTIC ANALYSIS OF THE MODERN STRENGTH  
TRAINING SYSTEM

2.15 - 3.00 p.m. : Refreshment Break

Biljana Vitković

COMMUNICATION AND MEDIA ASPECTS OF THE PROMOTION OF  
PARALYMPICS IN THE FUTURE „SPORTS DEVELOPMENT STRATEGY IN  
THE REPUBLIC OF SERBIA FOR THE PERIOD FROM 2025 TO 2035“

Moderator: Jovo Karanović

3.00 - 6.00 p.m. : Presentation of Works and Awarding of Certificates at the Faculty of Sport

/Presentation time is limited to 10 minutes per article/

Section: Physical education / Green Lecture Room

Moderator: Adam Petrović

Natalia Nikolaevna Zakhar'eva, Ilya Dmitrievich Konyaev

PHYSIOLOGICAL CHARACTERISTICS IN SUCCESSFUL  
FEMALE SINGLE FIGURE SKATING ATHLETES

Mohamed Ahmed Qotb, Islam Rashed

TURNING ATHLETES INTO ENTREPRENEURS: THE  
POWER OF PROJECT-BASED LEARNING IN SPORTS  
MANAGEMENT. THE CASE OF FIFA CIES INTERNATIONAL  
PROGRAMME AT CAIRO UNIVERSITY, EGYPT

Nemanja Ćopić, Svetlana Petronijević,  
Irene Ferrando-Terrade, Maria Eugenia Bertaccini

COMPARATIVE ANALYSIS OF BODY COMPOSITION  
OF GIRLS FROM THREE EUROPEAN COUNTRIES

Ivana Zubić

PERSONALITY TRAITS OF ESPORTS PLAYERS

Milan Marković, Milivoj Dopsaj, Mehmet Ismail Tosun

THE INFLUENCE OF A WRESTLER'S PREPARATION  
ON SUCCESS AND MORPHOLOGICAL COMPOSITION

Života Stefanović, Lazar Toskić

EVALUATING HANDGRIP STRENGTH AS A MARKER  
OF MUSCULAR FITNESS AND BODY COMPOSITION IN STUDENTS

Dejan Dašić, Milovan Vuković

MACHINE LEARNING AS A METHODOLOGICAL FRAMEWORK IN  
SPORTS SCIENCE – FROM EXPLORATORY TO CONFIRMATORY ANALYSES

Snežana Vuković, Svetlana Lazić

CROSS-CURRICULAR COMPETENCES IN THE TEACHING  
OF PHYSICAL AND HEALTH EDUCATION SUBJECTS IN  
THE CONTEXT OF EXTERNAL EVALUATION OF SCHOOLS

Radenko Arsenijević, Nikola Utvić, Milan Marković,  
Nikola Aksović, Veroljub Stanković

THE INTERDEPENDENT INFLUENCE OF BIA WITH KINEMATIC  
AND KINETIC VERTICAL JUMPING PARAMETERS

Nikola Mijatov

PERMANENT BRUTALIZATION: CONTEMPORARY TENDENCIES  
IN COMBAT SPORTS

Section: Communication studies / Red Lecture Room

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Moderator: Nikola Mladenović

Oulhi Henen, Ghanem Seloua, Hadjadj Wafa

ADDICTION TO SOCIAL MEDIA AND ITS IMPACT ON ENGAGING  
IN SPORTS IN DAILY LIFE: A CASE STUDY OF INFORMATION AND  
COMMUNICATION STUDENTS AT THE UNIVERSITY OF SOUK AHRAS

Milica Joković Pantelić, Slobodan Penezić - invitation lešer

SPORT, MEDIA, AND SOCIETY: MEDIA REPRESENTATION OF ETHICAL  
ISSUES BETWEEN IDEALIZATION AND NORMALIZATION OF DEVIATIONS

Bojan Cvejić

MEDIA REPRESENTATION OF SPORTS IN  
DAILY NEWSPAPERS IN SERBIA

Elena Deleva

VIOLATION OF THE ETHICAL CODE THROUGH SENSATIONALIST  
REPORTING ON THE INFORMATION WEBSITES IN SERBIA

Section: Management in sports/ Amphitheater A1

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Moderator: Milijanka Ratković

Marko Pavlović, Milijanka Ratković, Dragana Đurić

THE INFLUENCE OF SPORTS MARKETING ON CONSUMER BEHAVIOR  
AND BRAND PERCEPTION IN THE MODERN DIGITAL ENVIRONMENT

Jovan Papić, Milan Pašić, Jelena Ivanović, Nemanja Ćopić

ANALYSIS OF SITUATIONAL EFFICIENCY PARAMETERS OF  
BASKETBALL CLUB "CRVENA ZVEZDA" IN THE 2024/2025 EUROLEAGUE

Milan Stanković, Aksana Chmyha, Ioanna Siotropou

SAFETY AND RISK MANAGEMENT THROUGH  
SMART SOLUTIONS IN SPORTS FACILITIES

Sara Dimovska

THE IMPORTANCE OF PHYSICAL FITNESS IN THE  
CONTEXT OF MILITARY OPERATIONS

Gruja Kostadinović, Stefan Kocić - invitation leser

CONSUMER BEHAVIOR IN THE ERA OF DIGITAL SPORTS MARKETING:  
PERSONALIZATION THROUGH CRM AND ITS IMPACT ON  
PURCHASING DECISIONS

Milan Radivojević, Nenad Pavlović

THE FIRST SPORTS AIRCRAFT OF THE AERO CLUB  
NAŠA KRILA CAUDRON C-27

Jelena Popović, Damjan Prlinčević

THE EMERGENCE AND DEVELOPMENT OF THE "SOKO"  
(FALCON) SOCIETY IN NIŠ FROM 1907 TO 1914

Ivan Milojević, Ramadhani Issa Hemed, Dejan Gojkov, Joao Kaputo

GLOBAL IMPACT OF SPORTING EVENTS:  
MARKETING IMPLICATIONS AND CULTURAL TRANSFORMATIONS

Sanja Todosijević, Igor Razbornik,  
Magdalena Bednarek-Kamińska

FROM FUNDING RISK TO PREDICTIVE CONTROL: WINCODE  
AI SYSTEM FOR PREVENTING FINANCIAL MISMANAGEMENT  
AND ENSURING SUCCESSFUL PROJECT IMPLEMENTATION IN SPORTS

Nebojša Đokić, D mitar Atanasov, Valentin Biryuzov

THE FIRST SCHOOL AIRCRAFT FOR TRAINING SPORT PILOTS  
AT THE AERO CLUB "NAŠA KRILA"

Konstantyn Rakhno, Ali Serdar Mete, Goran Jeličić

HISTORY OF SPORT, ECONOMY, AND GLOBALIZATION  
IN THE 21ST CENTURY: POLITICAL AND ECONOMIC  
DIMENSIONS OF A GLOBAL PHENOMENON

Saša Jovanović, Goran Đoković, Adrijana Vuković

THE METAVERSE AND FUTURE OF SPORTS MARKETING:  
NEW FRONTIERS FOR DIGITAL ENTREPRENEURS

Zoran Mašić, Miloš Milićević

ECOLOGY IN PRACTICE – CLEAN AIR IN THE GYM

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Saturday the 15th November 2025

10.00 - 11.00 a.m.: Gathering of Conference Participants

11.00 - 12.00 a.m.: Discussion with All Participants and Concluding  
Remarks by the Session Moderator

12.00 a.m. - 1.00 p.m.: Summary and Concluding Remarks by the  
Chair of the Program Committee,  
Prof. Dr. Dejan Dašić, and Announcement of  
the Next Scientific Conference in 2026

1.00 p.m.: Address by the President of the Faculty Council,  
Mr. Bojan Sekulić, Closing of the Conference,  
Cocktail and Refreshments, followed by  
the Departure of Conference Participants



Republic of Serbia

MINISTRY OF SCIENCE,  
TECHNOLOGICAL DEVELOPMENT AND INNOVATION

The third International Scientific Conference  
"Sporticopedia SMB2024 - Sport in the Focus of the 21st Century: Educational, Social, and Media Aspects"  
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and Innovation of the Republic of Serbia.

The co-organizers of the "Sporticopedia SMB2025" conference are:

- Sports Association of Serbia
- Serbian Association of Physical Education and Sport Teachers
- Institute for the Improvement of Education and Upbringing
- Faculty of Sports and Physical Education, Leposavić, University Kosovska Mitrovica



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