



From the Editor

Belgrade, July 15th, 2025

Dear Readers, Authors, Reviewers, Language Editors, and Section Editors,

We are living in a time of unprecedented global tension and division. Not only are longstanding conflicts—such as the Ukraine–Russia confrontation, the Israel–Iran dispute, and the USA–Iran tensions—intensifying, but dramatic shifts in the world economy have also disrupted established norms while new global rules and relationships are emerging. In addition to traditional military confrontations, we now witness clashes driven by trade disputes, sanctions, and potential disruptions in existing supply lines. Such divisions are evident not only between nations but also within them, leading to disturbances both in international relations and in interpersonal dynamics. Greed and fear contend with uncertainty about whether major actors clearly understand their goals and possess a vision for unfolding events—a sentiment further reflected by recent electoral outcomes. This era is characterized by constraints on the flow of information, as well as on the movement of people and goods, marking a significant departure from trends observed in previous decades. Yet, even in these challenging times, there remains an underlying hope that reason will ultimately prevail.

In contrast, the submissions for this issue of the MEST Journal reflect a focus on theory and the practice of doing business in a stable environment. The July edition features 19 articles from authors based in Algeria, Bulgaria, China, Moldova, North Macedonia, Serbia, Slovenia, and the United States (listed alphabetically by country). Some authors contributed more than one article, reflecting both their productivity and deep engagement with the journal's themes.

Following our established practice, most articles were published as early previews immediately after the review process. This issue comprises 19 articles — including original research (8), reviews (8), an analytical report, and two position papers — covering a broad spectrum of academic disciplines.

While five of the articles are single-authored, the majority involve co-authorship, including two international collaborations. The published works span a diverse array of fields, including management, finance, information technology, societal studies, economic theories, decision-making, technology, and international cooperation.

I am proud to observe that the work presented in this issue is an exemplary showcase of high-quality scientific production. I extend my sincere gratitude to all authors for the trust they placed in us, and to the reviewers, language editors, and section editors for their steadfast commitment to excellence.



I am especially encouraged by the positive influence of artificial intelligence that emerges in some of these contributions. The results indicate that AI can significantly enhance manuscript preparation and final linguistic editing. Accordingly, the MEST Journal welcomes and recommends the use of artificial intelligence during the phase of manuscript preparation—including literature collection and final linguistic refinement. However, it is important to stress that, despite the many benefits afforded by these tools, the ultimate responsibility for the accuracy of data and the overall quality of the submitted article rests with the author. Therefore, a thorough review, including verification of bibliographic details and adherence to APA citation standards, remains essential before submission.

We invite authors to publish with us — supported by comprehensive editorial guidance, free publication, and compliance with Creative Commons 4.0 principles. Thank you for joining us on this academic journey. Together, we strive to ensure that MEST Journal remains a hub of rigorous scientific analysis, innovation, and an unwavering commitment to research integrity and precision.

Warm regards,

Prof. Dr. Zoran Čekerevac
Editor-in-Chief