

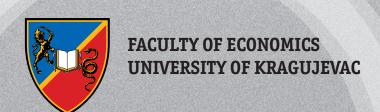
INTERNATIONAL SCIENTIFIC CONFERENCE

ebm 2024

CONTEMPORARY ISSUES IN ECONOMICS, BUSINESS AND MANAGEMENT

Editors:

Dejana Zlatanović Aleksandra Stevanović



Publisher

Faculty of Economics, University of Kragujevac

For the Publisher

Milena Jakšić, Dean

Editors

Dejana Zlatanović, Faculty of Economics, University of Kragujevac Aleksandra Stevanović, Faculty of Economics, University of Kragujevac

Reviewers

Katarina Borisavljević Veljko Marinković
Nikola Bošković Vladimir Mićić
Marijana Bugarčić Vladimir Mihajlović
Violeta Domanović Zlatko Nedelko
Mikica Drenovak Jelena Nikolić
Jelena Erić Nielsen Gordana Radosavljević

Jovana Filipović Vladimir Ranković
Milka Grbić Marko Savićević
Vladan Ivanović Slađana Savović
Nenad Janković Marko Slavković
Dejan Jovanović Vladimir Stančić
Zoran Kalinić Nenad Stanišić

Nemanja Karapavlović
Knežević Mirjana
Milan Kostić
Jovana Lazarević
Bojan Leković
Nemanja Lojanica
Stevan Vržina
Stevan Zlatanović

Technical support

Biljana Petković

Drazen Marić

ISBN 978-86-6091-161-4

Copyright © 2024

Faculty of Economics, University of Kragujevac, Kragujevac, Republic of Serbia

SOCIO-ECONOMIC AND CULTURAL INFLUENCES ON THE HOUSEHOLD TRANSITION TO RENEWABLE ENERGY SOURCES: A RESEARCH DESIGN

Dušan Mojić

University of Belgrade, Faculty of Philosophy, dmojic@f.bg.ac.rs

Abstract: Energy production and consumption patterns represent one of the greatest political, economic and social challenges the world has faced in recent decades. Although measures to address these challenges have been planned and implemented at global, regional, national and local levels, households remain one of the most important actors in tackling these challenges. In 2022, for example, households accounted for 25.8% of final energy consumption in the EU (with 63.5% of final energy consumption used for heating purposes in the residential sector). In Serbia, the share of household energy consumption in final energy consumption is even higher (40% in 2020). This situation offers a great opportunity to reduce energy intensity, pollutant and greenhouse gas emissions, switch to renewable energy sources (RES) and increase energy self-sufficiency. However, one of the most important questions in this context is how households make the decision to switch to more sustainable heating systems. The term "sustainable heating system" implies an increase in the share of renewable energy sources (RES), more efficient energy use, a reduction in primary energy demand, a lower environmental impact and the promotion of economic feasibility. Although empirical studies on residential heating (as one of the dominant forms of energy use in households) are widespread in the literature, these models have mainly neglected deeper socio-economic and especially cultural factors that influence energy consumption in households. With this in mind, the aim of the paper is to develop a more comprehensive research design to understand the socio-economic and cultural impacts on the process of household transition to renewable energy sources.

Keywords: Economic Development, Energy Transition, Households

JEL Classification: 013, D10

ACKNOWLEDGMENT

This research was supported by the Science Fund of the Republic of Serbia, #GRANT No 4344, Forward-Looking Framework for Accelerating Households' Green Energy Transition - FF GreEN.