

CONFERENCE PROGRAM

Friday, November 9th, 2018

09.00 – 10.00 *Conference Registration (Hall)*

10.00 – 12.00 *Opening Ceremony & Plenary Session (Conference Room – D 114)*

WELCOMING REMARKS

Verica Babić, *President of Program Committee, Faculty of Economics, University of Kragujevac, Serbia*

Nenad Filipović, *Rector, University of Kragujevac, Serbia*

Petar Veselinović, *Dean, Faculty of Economics, University of Kragujevac, Serbia*

KEYNOTE SPEAKERS

Darko Tipurić, *Faculty of Economics, University of Zagreb, Croatia*
"DOES ORGANIZATIONAL IDENTIFICATION MATTER FOR ACADEMICS? A CASE OF MANAGEMENT SCHOLARS IN SOUTH EAST EUROPE"

Boris Begović, *Faculty of Law, University of Belgrade, Serbia*
"INSTITUTIONS OR CULTURE: ALTERNATIVE OR COMPLEMENTARY EXPLANATIONS OF ECONOMIC GROWTH?"

Vadim Kufenko, *Institute of Economics, University of Hohenheim, Germany*
"INSTITUTIONS AND INEQUALITY"

12.00 – 13.00 *Cocktail*

13.00 – 15.30 *Parallel Sessions*

15.30 – 16.00 *Coffee Break*

16.00 – 18.00 *Students Conference*

19.00 *Conference Dinner (Hotel Šumarice)*

Saturday, November 10th, 2018

10.00 – 12.00 *Guided City Tour (Meeting Place - Faculty of Economics)*

13.00 – 15.00 *Visit to Etno House and Lunch*

KEY ISSUES IN MANAGEMENT AND MARKETING

13.00-15.30 Parallel Session (Room E-5)

Session Chairs – *Verica Babić, Dejana Zlatanović*

1. **KNOWLEDGE MANAGEMENT IN ORGANIZATIONS – CASE OF SLOVENIA** - Zlatko Nedelko, Marina Latukha, Maria Volkova, Vojko Potočan
2. **REMEMBER NOT TO FORGET – IMPORTANCE OF MANAGING ORGANIZATIONAL REMEMBRANCE AND FORGETTING** - Ana Aleksić Mirić
3. **KNOWLEDGE MANAGEMENT SYSTEM IN THE ENTERPRISE AND CUSTOMER KNOWLEDGE MANAGEMENT** - Bogusz Mikuła
4. **FACTORS AFFECTING INNOVATION DECISION-MAKING: A SYSTEMIC FRAMEWORK** - Jelena Nikolić, Dejana Zlatanović, Jelena Erić Nielsen
5. **THE CHALLENGES OF KNOWLEDGE TRANSFER IN ORGANIZATIONS IN POLAND – DISCUSSION ON EMPIRICAL STUDY** - Anna Pietruszka-Ortyl
6. **DOMESTIC AND CROSS-BORDER ACQUISITIONS PERFORMANCE: EVIDENCE FROM SERBIA** - Slađana Savović, Verica Babić
7. **ORGANIC DESIGN AS A PREREQUISITE FOR KNOWLEDGE MANAGEMENT IN HIGHER EDUCATION** - Aleksandra Bošković, Vesna Stojanović-Aleksić
8. **THE INEVITABILITY OF UNIVERSITY ENTREPRENEURIAL PATH** - Dino Arnaut, Rifet Đogić
9. **UNIVERSITY BUSINESS COOPERATION IN TERMS OF STAKEHOLDERS** - Tomasz Kusio
10. **THE ROLE OF UNIVERSITY IN DESIGN AND IMPLEMENTATION OF SMART SPECIALISATION STRATEGY** - Bojan Pavlović
11. **GROWTH INTENTIONS OF EARLY-STAGE ENTREPRENEURS IN SOUTH EAST EUROPE REGION** - Bojan Leković, Miodrag Petrović
12. **CROWDFUNDING AS A BASIS FOR LAUNCHING NEW BUSINESS VENTURES** - Ernad Kahrović, Zenaida Šabotić
13. **OWNERSHIP CONCENTRATION IMPACT ON FINANCIAL PERFORMANCE: EVIDENCE FROM SERBIA** - Nikola Vasilić

KEY ISSUES IN MANAGEMENT AND MARKETING

13.00-15.30 Parallel Session (Room E-106)

Session Chairs – ***Veljko Marinković, Marko Slavković***

1. **SELECTED BUSINESS POLICY PRINCIPLES TOWARDS ACHIEVING CSR** - Tjaša Štrukelj
2. **ELECTRONIC WORD OF MOUTH - THE CASE OF SLOW TOURISM** - Dražen Marić, Slavica Tomić, Ksenija Leković
3. **COMPETENCIES EXPECTED BY EMPLOYERS IN THE ERA OF INDUSTRY 4.0** - Renata Oczkowska, Sylwia Wiśniewska, Robert Szydło
4. **COMPANIES' COMMUNICATION THROUGH OFFICIAL WEB SITES AND SOCIAL MEDIA – CASE STUDY OF CROATIA** - Ivana Bilić
5. **CONTRIBUTION TO BUSINESS COMPANIES THROUGH OCCUPATIONAL SAFETY AND HEALTH ACTIVITIES** - Snežana Živković, Danijela Avramović, Tatjana Ivanova
6. **KNOWLEDGE SHARING IN ORGANIZATIONS: EXAMINING THE ROLE OF EMPLOYEES' EDUCATION LEVEL** – Marko Slavković, Marijana Simić
7. **MODERATING EFFECTS OF GENDER ON USER SATISFACTION IN MOBILE COMMERCE** - Zoran Kalinić, Veljko Marinković, Francisco Liébana-Cabanillas, Iviane Ramos de Luna
8. **SYNTHESIS OF COGNITIONS ABOUT CRISIS STATE OF A COMPANY: SITUATION ANALYSIS OF THE COMPANY IN A CRISIS** - Dženan Kulović, Sead Omerčević
9. **THE IMPORTANCE OF EMPLOYEES' PERFORMANCE MANAGEMENT IN THE ORGANIZATIONS IN SERBIA** - Nemanja Berber, Agneš Slavić
10. **THE PRELIMINARY RESEARCH OF EMPLOYER'S BRAND DEVELOPMENT AT ENTERPRISES IN SERBIA** - Goran Pavlović, Marko Slavković
11. **A SOCIAL-RESPONSIBILITY VIEW AT LEGAL AND ETHICAL ASPECTS OF EMPLOYMENT OF OLDER WORKERS IN THE REPUBLIC OF SLOVENIA** - Matjaž Mulej, Borut Ambrožič
12. **CONFLICTS ARISE - ALTERNATIVE DISPUTE RESOLUTION LEVELS AND METHODS** - Kohlhoffer-Mizser Csilla
13. **MODELLING THE RELATIONSHIP BETWEEN CONSUMERS' FINANCIAL LITERACY AND THEIR USAGE OF RETAIL BANKING SERVICES** - Jasmina Okičić, Nahid Unkić

GLOBALIZATION AND REGIONALIZATION

13.00-15.30 Parallel Session (Room E-107)

Session Chairs – *Nenad Stanišić, Vladan Ivanović*

1. **FINANCING OF DEVELOPMENT AND REGIONAL INNOVATIVENESS IN POLAND** - Marek Dziura, Andrzej Jaki, Tomasz Rojek
2. **THE LABOR THEORY OF VALUE STRIKES BACK: APPLICATION OF ULC + THE METHOD FOR MEASURING THE LEVEL OF NATIONAL COMPETITIVENESS** – Marko Đogo
3. **CLUSTER ANALYSIS OF THE BANKING SECTOR: THE CASE OF SERBIA** - Jelena Stanković, Ivana Marjanović, Žarko Rađenović
4. **FINANCIAL STABILITY OF THE WESTERN BALKAN COUNTRIES: EVIDENCE OF BOSNIA AND HERZEGOVINA** - Almir Alihodžić, Alaudin Brkić
5. **DYNAMIC ANALYSIS OF REGIONAL STOCK MARKET PERFORMANCE** - Milena Jakšić, Predrag Mimović, Milka Grbić
6. **CHALLENGES OF TRANSITION TO CASHLESS SOCIETY** - Nenad Tomić, Violeta Todorović
7. **DOES EXCHANGE RATE CAUSE INFLATION? EMPIRICAL EVIDENCE FROM SERBIA** - Nenad Janković, Nemanja Lojanica, Tijana Tubić Ćurčić
8. **DOMINANT MACROECONOMIC PARADIGM IN THE AFTERMATH OF THE CRISIS: LESSONS AND PERSPECTIVES** - Vladimir Mihajlović
9. **TRANSMISSION MECHANISM OF MONETARY POLICY IN SERBIA-SUPPORT FOR THE PRIVATE AND PUBLIC SECTOR?** - Zenaida Šabotić, Ernad Kahrović
10. **INCOME CONVERGENCE BETWEEN WESTERN BALKAN STATES AND EUROPEAN UNION** - Sonja Milutinović, Danijela Durkalić
11. **THE IMPACT OF FOREIGN DIRECT INVESTMENTS ON HOST COUNTRY MARKET STRUCTURE: A CASE OF SERBIA'S AUTOMOTIVE INDUSTRY** - Marija Radulović
12. **INVESTMENTS IN SUSTAINABLE DEVELOPMENT – PATH TO A BETTER FUTURE** - Maja Mladenović
13. **CREDIT GROWTH IN POST-CRISIS RECOVERY: EMPIRICAL EVIDENCE FROM THE WESTERN BALKAN COUNTRIES** - Nevena Veselinović, Ljubivoje Radonjić
14. **ECONOMIC POLICY IN THE FUNCTION OF ECONOMIC DEVELOPMENT OF THE REPUBLIC OF SERBIA** - Miloš Dimitrijević

ACCOUNTING AND BUSINESS FINANCE

13.00-15.30 Parallel Session (Room E-4)

Session Chairs – *Jasmina Bogićević, Milan Čupić*

1. **DOES THE CHANGE OF IPO LISTING REQUIREMENTS AFFECT INNOVATION** - Kazuo Yamada
2. **THE (NO)ALIGNMENT OF COSTING AND ENTERPRISE MANAGEMENT CONCEPTS WITH LEAN BUSINESS CONCEPT** – Ljilja Antić, Bojana Novičević Čečević
3. **ZERO-BASED BUDGETING AND ROLLING BUDGETING: APPLICATION POSSIBILITIES** - Mirjana Todorović, Vesna Janjić, Ivana Medved
4. **COMPARATIVE ANALYSIS OF THE CAUSE OF MODIFICATION IN AUDITOR'S OPINION IN FINANCIAL SECTOR AND REAL SECTOR COMPANIES** - Biljana Jovković, Milica Đorđević
5. **PERFORMANCE OF HISTORICAL VOLATILITY MODELS IN FORECASTING VOLATILITY OF SERBIAN DINAR EXCHANGE RATE** - Milan Čupić
6. **THE ASSESSMENT OF ENTREPRENEURS' FINANCIAL PERFORMANCE IN THE REPUBLIC OF SERBIA** - Jasmina Bogićević, Violeta Domanović, Mirjana Knežević
7. **DOMAIN AND RESTRICTIONS OF THE STATE AUDIT INSTITUTION OF THE REPUBLIC OF SERBIA** - Dragomir Dimitrijević, Vesna Janjić, Nevena Conić
8. **FINANCIAL REPORTING OF INVESTMENT PROPERTIES IN SERBIAN MANUFACTURING ENTERPRISES** – Nemanja Karapavlović, Vladimir Obradović, Sunčica Milutinović
9. **CAPITAL ASSET PRICING MODEL VERSUS ARBITRAGE PRICING THEORY** – Miljan Leković, Tanja Stanišić
10. **CORPORATE INCOME TAX PLANNING AND FINANCIAL PERFORMANCE: EVIDENCE FROM SERBIA** - Stefan Vržina
11. **RELATION BETWEEN CORPORATE SOCIAL RESPONSIBILITY REPORTING AND FINANCIAL INDICATORS OF SERBIAN COMPANIES** - Milena Damnjanović
12. **BENEFITS FROM IMPLEMENTING ENVIRONMENTAL MANAGEMENT ACCOUNTING: CASE OF TOSHIBA** - Nastasja Stašević

APPLIED INFORMATICS AND QUANTITATIVE METHODS IN ECONOMICS AND MANAGEMENT

13.00-15.30 Parallel Session (Room E-104)

Session Chairs – *Vladimir Ranković, Zoran Kalinić*

1. **TEXT CLUSTERING METHODS AND THEIR EVALUATION** – Paweł Lula
2. **MAXIMUM DRAWDOWN PROFILES OF VARIANCE AND VAR EFFICIENT PORTFOLIOS** – Mikica Drenovak, Vladimir Ranković, Zoran Kalinić
3. **SEM-ANN RESEARCH OF TAM EXTERNAL ORGANIZATION FACTORS' IMPACT ON ERP ACCEPTANCE BY EMPLOYEES** - Simona Sternad Zabukovšek, Zoran Kalinić, Polona Tominc, Samo Bobek, Uroš Zabukovšek
4. **CHALLENGES OF IMPLEMENTATION OF STUDY ORIENTED IT SYSTEMS** - Paweł Konkol, Jan Madej
5. **BLOCKCHAIN AND LAND ADMINISTRATION: POSSIBLE APPLICATIONS AND LIMITATIONS** - Miroslav Stefanović, Đorđe Pržulj, Sonja Ristić, Darko Stefanović, Miloš Vukmanović
6. **MEASURING EFFICIENCY OF THE SERBIAN NATIONAL INNOVATION SYSTEM: DEA APPROACH** – Ana Krstić, Predrag Mimović
7. **DIGITAL TRANSFORMATION WITH CLOUD-BASED CUSTOMER RELATIONSHIP MANAGEMENT SYSTEMS** - Nenad Stefanović, Mladen Janjić, Jelena Plašić
8. **DISTRIBUTION OF POSITIVE, NEGATIVE AND NEUTRAL WORDS IN CUSTOMER OPINIONS** - Katarzyna Wójcik, Janusz Tuchowsky, Paweł Wołoszyn
9. **DIGITAL DIVIDE ACROSS EUROPE: STATISTICAL ANALYSIS** - Małgorzata Ćwiek