

**INTERNATIONAL
SCIENTIFIC
CONFERENCE**



ebm 2014

**CONTEMPORARY ISSUES IN
ECONOMICS, BUSINESS
AND MANAGEMENT**



**FACULTY OF ECONOMICS
UNIVERSITY OF KRAGUJEVAC**

**November 27th, 2014
KRAGUJEVAC, SERBIA**

Thursday, November 27th, 2014

08.00 – 10.00 Conference registration

10.00 – 12.00 Opening ceremony & plenary session

12.00 – 13.00 Cocktail

13.00 – 14.30 Parallel sessions

14.30 – 15.00 Discussion

15.00 – 15.30 Coffee break

15.30 – 17.00 Parallel sessions

17.00 – 17.30 Discussion

20.00 Conference dinner



ebm 2014

Thursday, November 27th, 2014

08.00 – 10.00

Conference registration (*The lobby of Faculty of Economics*)

10.00 – 12.00

Opening ceremony & plenary session (*Ceremonial hall E-5*)

Welcoming remarks:

Gordana Radosavljević, President of the Program Committee, Faculty of Economics, University of Kragujevac

Ljiljana Maksimović, Dean of the Faculty of Economics, University of Kragujevac

Živadin Bugarčić, Vice-rector of the University of Kragujevac

Krzysztof Surówka, Vice-rector of Cracow University of Economics

Giovanni Moschella, Head of the Department of Law and History of Institutions, University of Messina

Keynote speakers:

Nebojša Janićijević, Faculty of Economics, University of Belgrade

CHALLENGING RATIONALISTIC AND OBJECTIVISTIC PERSPECTIVE OF ORGANIZATION

Andrzej Jaki, Cracow University of Economics

PRO-VALUE PARADIGM AND VALUE BASED MANAGEMENT – LESSONS FROM THE GLOBAL ECONOMIC CRISIS

Paweł Lula, Cracow University of Economics

TAXONOMY OF MODELS AND METHODS USED FOR TEXTUAL DATA ANALYSIS

12.00 – 13.00

Cocktail

Thursday, November 27th, 2014

**CONTEMPORARY ISSUES IN
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Parallel Sessions

13.00 – 14.30

KEY ISSUES IN MANAGEMENT AND MARKETING (I)

(Ceremonial hall E-5)

Session chair: Gordana Radosavljević & Czesław Mesjasz

Czesław Mesjasz - Corporate governance systems and codes of good practices in new member states of the European Union

Tomasz Rojek - Corporate social responsibility in the process of their value growth

Roberta Salomone, Bruno Ricca, Giuseppe Saija, Giuseppe Ioppolo - Environmental management system as a driver for eco-innovations: experience in Italian organizations

Bogusz Mikula - The theoretical bases of enterprise human capital management

Artur Hołda, Anna Staszal - The notion of capital and its essence in the study of economics: contemporary challenges

Ivana Simić, Ivana Marinović Matović - Personality assessment in organization

Boban Melović, Milivoje Radović, Radosav Babić - Corporate social responsibility and business ethics through the prism of global operating

Đorđe Kaličanin, Dragan Lončar - The role of performance measurement system in strategic management process

Nebojša Radojević - Innovation conversion and diffusion in European sectors: metrics, applications and strategy implications

Ljiljana Kontić - Innovative organizational culture in Serbian companies

Renata Oczkowska - The development of human resources in enterprises providing business services

14.30 – 15.00 Discussion



ebm 2014

Thursday, November 27th, 2014

15.30 – 17.00

KEY ISSUES IN MANAGEMENT AND MARKETING (II)

(Ceremonial hall E-5)

Session chair: Gordana Radosavljević & Grażyna Śmigielska

Piotr Markiewicz, Agnieszka Żbikowska - The role of marketing in the development of business models: a theoretical approach

Grażyna Śmigielska - Environmental protection in the strategies of retailers: examples from Polish market

Branko Maričić, Aleksandar Đorđević - Strategic market segmentation

Gordana Radosavljević, Katarina Borisavljević - Effects of CRM concept on the business performances in tourism

Darko Dimitrovski, Veljko Marinković, Vladimir Senić - Staying in business hotels: understanding the relationship between service quality and satisfaction among business travelers

Dražen Marić - Types and character of the market relationships

Wanda Nowak, Halina Podsiadło - Printing market in Poland in 2008-2013

Zoran Bogetić, Dragan Stojković, Đorđe Kaličanin - Key role of category management in integrated supply chain

Jasna Babić, Slobodan Aćimović, Veljko Mijušković - The analysis of demands for IMS in organizations dealing with passenger/freight road transport

17.00 – 17.30

Discussion

Thursday, November 27th, 2014

**CONTEMPORARY ISSUES IN
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13.00 – 14.30

GLOBALIZATION AND REGIONALIZATION

(Room E-107)

Session chair: Milena Jakšić & Vladimir Mičić

***Giovanni Moschella* - Economic crisis and decline of social rights: the experiences of the European Union**

***Ljubodrag Savić, Vladimir Mičić* - The global economic crisis: effects and consequences**

***Branka Topić-Pavković* - Monetary sovereignty in terms of modern economic integration**

***Oleksiy Druhov, Olena Yunko* - Foreign capital in the banking system of Ukraine: trends and prospects**

***Nataša Pešić Radosavljević, Mirjana Knežević* - Serbian economy between transition and globalization: regulative reform and indices of globalization**

***Miroslav Đorđević, Saša Obradović, Nemanja Lojanica* - The impact of globalization on poverty trends in South Eastern Europe**

***Milan Kostić* - Analysing the conditions of competition: case of Serbian edible oil market**

***Igor Pejović* - The impact of the global changes on the system of national accounts of the economy of the Republic of Serbia**

***Nenad Tomić* - Current situation and development perspectives of mobile payments**

***Ljubina Kalinić* - Urban indicators in city management: case study of Serbia and city of Kragujevac**

14.30 – 15.00

Discussion



ebm 2014

Thursday, November 27th, 2014

13.00 – 14.30

**APPLIED INFORMATICS AND QUANTITATIVE METHODS IN ECONOMICS AND
MANAGEMENT**

(Room E-106)

Session chair: Zora Arsovski & Paweł Lula

Ewa Soja, Piotr Soja - **The role of information and communication
technology in ageing societies**

Mariusz Grabowski - **ITSM good practice diffusion: a case study of Polish
judiciary**

Pere Tumbas, Predrag Matković, Marton Sakal, Veselin Pavličević - **University
stakeholders in the effective curriculum development and
implementation process**

Katarzyna Wójcik, Janusz Tuchowski - **Feature based sentiment analysis**

Zora Arsovski, Igor Milanović, Dragana Rejman Petrović - **Impact of ICT on
quality improvement in supply chains**

Mikica Drenovak, Vladimir Ranković - **Determining the accuracy of
parametric VAR model using backtesting procedures**

Zoran Kalinić - **Barriers to higher and faster adoption of e-commerce**

Ana Krstić, Predrag Mimović - **Multi-criteria approach to the evaluation of
the key success factors of university spin-offs: the model of analytic
network process**

Tinde Dobrodolac Šeregelj - **Modeling and forecasting food expenditures
in Serbia**

Thursday, November 27th, 2014

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Zoran Ćirić, Nemanja Lukić - Project management implementation of ERP system in institutions of higher education: a review of critical success factors

Slavoljub Milovanović - Risk management and information systems security

Vesna Janković-Milić, Jelena Stanković, Ivana Veselinović - Business performance analytics in waste collecting enterprises in Serbia: time series analysis

14.30 – 15.00 Discussion

13.00-14.30

ACCOUNTING AND BUSINESS FINANCE (Ceremonial hall D-04)

Session chair: Jasmina Bogičević & Mirjana Todorović

Krzysztof Surówka - Financial standing of gmina entities in Poland following the decentralization reform of 1999

Jarosław Kaczmarek - Crisis and threat vs. the financial security aspects of going concern

Predrag Stančić, Dragomir Dimitrijević - Analytical methods analysis in forensic accounting

Vladimir Obradović, Nemanja Karapavlović - The convergence between international financial reporting standards and U.S. generally accepted accounting principles: past and perspectives

Mária Širaňová, Milan Čupić - Efficiency of Slovak banking sector before and after the EU accession

Biljana Jovković, Snežana Ljubisavljević - Analysis of the profitability of audit firms in the Republic of Serbia between 2010 and 2012

Mirjana Todorović - Conceptual and methodological aspects of lean accounting

Nikola Radivojević, Vladimir Stančić - The applicability of the modified risk metrics model at emerging markets

14.30 – 15.00 Discussion



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