

**INTERNATIONAL
SCIENTIFIC
CONFERENCE**



ebm 2016

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



**FACULTY OF ECONOMICS
UNIVERSITY OF KRAGUJEVAC**

**November 9th, 2016
KRAGUJEVAC, SERBIA**

Conference Program

CONTEMPORARY ISSUES IN
ECONOMICS, BUSINESS
AND MANAGEMENT

Wednesday, November 9th, 2016

09.00 – 10.00 Conference Registration

10.00 – 11.30 Opening Ceremony & Plenary Session

11.30 – 12.00 Coffee Break

12.00 – 14.00 Parallel Sessions

14.00 – 15.00 Lunch

15.00 – 17.00 Parallel Sessions

19.00 Conference Dinner

Thursday, November 10th, 2016

10.00 – 11.30 Conference Closing

12.00 Excursion

09.00 – 10.00

Conference Registration (*The Lobby of Faculty of Economics*)

10.00 – 11.30

Opening Ceremony & Plenary Session (*Ceremonial Hall E-5*)

Welcoming remarks:

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

Vesna Stojanović-Aleksić, President of Program Committee, Faculty of Economics, University of Kragujevac, Serbia

Keynote speakers:

Matjaž Mulej, PhD Emeritus, University of Maribor, Faculty of Economics and IRDO Institute for the Development of Social Responsibility, Maribor, Slovenia

APPLICATION OF CoRT FOR EDUCATION OF SOCIALLY RESPONSIBLE VALUES - A CASE OF KNOWLEDGE-CUM-VALUES MANAGEMENT

Matjaž Mulej, Zdenka Ženko, Nastja Mulej

Anna Duginets, PhD, Kyev National University of Trade and Economics, Ukraine

ESSENCE OF INTERNATIONAL PRODUCTION NETWORKS: INSTITUTIONAL ANALYSIS

Anatolii Mazaraki, Anna Duginets

Daniela Rupo, PhD, University of Messina, Italy

THE STRATEGIC LINK BETWEEN INTELLECTUAL CAPITAL AND OPEN INNOVATION: A CONCEPTUAL FRAMEWORK

Daniela Rupo, Tindara Abbate

11.30 – 12.00

Coffee Break

Wednesday, November 9th, 2016

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

Parallel Sessions

12.00 – 14.00

KEY ISSUES IN MANAGEMENT AND MARKETING

(Ceremonial hall E-5)

Session Chair: Verica Babić, Jelena Erić Nielsen

Robert Zajkowski, Ada Domańska - Dividend Policy in Polish Family and Non-family Firms

Zdenka Dudić, Branislav Dudić, Vladimir Mirković - An Important Determinant of the Success of Innovations – the Commercialization of Innovations

Dejana Zlatanović - Using the Systems Methodologies for Problem Situations Structuring in Practice: Evaluating Their Effectiveness

Dragan Đuranović, Daniela Nuševa, Stojanka Dakić - Corporate Social Responsibility as an Instrument of Strengthening Competitiveness on the Global Market

Dražen Marić - Consumers as Opinion Leaders - the Case of Serbian Market

Vesna Stojanović-Aleksić, Aleksandra Bošković - Corporate Social Responsibility in Tourism and Hospitality: Empirical Study From Serbia

Jelena Erić Nielsen, Verica Babić, Jelena Nikolić - Entrepreneurial Orientation and Strategic Management

Marko Slavković, Goran Pavlović, Marijana Simić - The Preliminary Research on Intrinsic Motivation: Comparison Between Private and Public Sector Employees

Violeta Domanović - Enterprise Profitability Assessment in Local Economy

Aleksandra Ristović - The Role of Social Responsibility in Creating Sustainable Competitive Advantage of Companies

12.00 - 14.00

GLOBALIZATION AND REGIONALIZATION

Parallel Session (Ceremonial Hall E-107)

Session Chair: Nenad Stanišić, Vladan Ivanović

Slobodan Aćimović, Dušan Marković, Veljko Mijušković - **The Role of Lpi as an Indicator of Macroeconomic Performance: Position of Serbia**

Anna Magdalena Korzeniowska - **The Trends in Household Saving in Poland**

Agneš Slavić, Nemanja Berber - **The Development of Compensation Systems in Serbia: a Comparison of Two Successive Cranet Research Rounds**

Vladan Ivanović - **German Economic Model – Its Intellectual Origins and Contemporary Characteristics**

Ada Domańska, Robert Zajkowski - **The Impact of Public Sector on Functioning Conditions of Smes in Selected Countries of the EU**

Tatjana Ivanova, Alfiya Gafurova, Snežana Živković - **Assessment of the Possibilities of Human Potential for Economic Growth**

Gorana Krstić, Ardiana Gashi - **Informal Employment in the Western Balkans**

Slavoljub Milovanović, Živorad Gligorijević, Ivana Kostadinović - **Development of Industrial Clusters - the Specificities and Features of It Clusters**

Wednesday, November 9th, 2016

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

Predrag Trpeski, Marijana Cvetanoska - **Labor Productivity and Economic Growth in Selected See Countries After the Great Recession of 2008**

Miroslav Đorđević, Saša Obradović, Nemanja Lojanica - **The Effect of Globalization on Capital Mobility: Empirical Evidence From Emerging Markets**

Ljiljana Kontić - **Human Development and Economic Growth in Western Balkan Countries**

Danijela Durkalić, Miloš Dimitrijević, Marko Savićević - **Balance of Trade and External Debt of the Republic of Serbia**

12.00-13.00

ACCOUNTING AND BUSINESS FINANCE

Parallel Session (Ceremonial Hall E-106)

Session chair: Vladimir Obradović

Vladimir Zakić, Vesna Janjić, Vladimir Tasić - **Cooperative Audit in Serbia After the Adoption of the New Law on Cooperatives**

Ivana Medved, Suncica Milutinovic, Jelena Tadić - **Measuring the Possibility of Improving Segment Reporting**

Vladimir Obradović, Nemanja Karapavlović - **The Influence of Company Legal Form and Size on Accounting Policies Disclosures**

Marina Janković, Dejan Jovanović - **Influence of Leverage on Profitability of Companies in the Republic of Serbia**



ebm 2016

Wednesday, November 9th, 2016

13.00-14.00

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

Parallel Session (Ceremonial Hall E-106)

Session chair: Vladimir Ranković

**Katarzyna Brożek, Justyna Kogut - The role of information and
communication technology in ageing societies**

**Nenad Tomić, Violeta Todorović, Milena Jakšić - Misuses of Electronic
Payment Systems**

**Ana Krstić, Predrag Mimovic, Katarina Zdravković - Measuring the Efficiency
of Economy of the Republic of Serbia Using DEA Method**

14.00 – 15.00 Lunch

15.00 – 17.00

**FOUR-PARTY COOPERATION SCIENTIFIC SYMPOSIUM - The 14th
Polish-Italian-Ukrainian-Serbian Scientific Symposium: "CONTEMPORARY
CHALLENGES IN ECONOMICS, BUSINESS AND MANAGEMENT"**

Parallel Session (Ceremonial Hall E-5)

Session chair: Pawel Lula, Daniela Rupo, Anna Duginets, Zora Arsovski

Bogusz Mikuła - Introduction to Strategic Knowledge Management

**Renata Oczkowska - The Significance of Employer Brand in the
Recruitment of College and University Graduates**

Wednesday, November 9th, 2016

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

T.M. Melnyk, T.L. Vyshynska - **Shadow Economy in Foreign Trade**

Ryszard Borowiecki, Tomasz Kusio - **University Education in the Era of Modern Challenges Vs. Employers Demands - the Case Study of Poland**

Dragana Rejman Petrović, Zora Arsovski - **Business Processes Mapping for Improving E-supply Chain Performance**

Ryszard Borowiecki, Barbara Siuta-Tokarska - **Development Management of the SME Sector Enterprises. Success Factors Depending on the Stage and Phase of Their Development**

Anna Pietruszka-Ortyl - **Study of Network Paradigm in Management Sciences**

Katarzyna Wójcik, Paweł Wołoszyn - **Opinion Mining Framework and Its Applications**

Karolina Orzeł - **The Importance of Franchise Networks in Economy on the Example of Poland**

Giuseppe Caristi, Ersilla Saita - **Logistic Management for Supply Change: Analysis Instruments for Business Strategies**



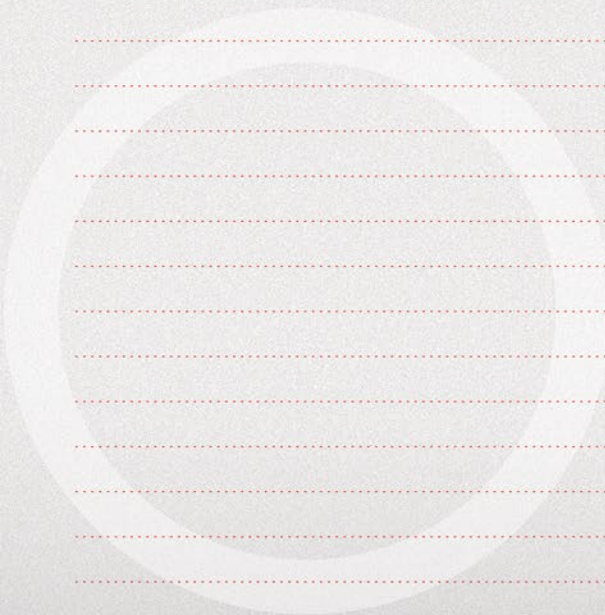
ebm 2016

Wednesday, November 9th, 2016

A series of horizontal red dashed lines spanning the width of the page, intended for handwritten notes or answers.

Wednesday, November 9th, 2016

CONTEMPORARY ISSUES IN
ECONOMICS, BUSINESS
AND MANAGEMENT





ebm 2016

Wednesday, November 9th, 2016

A series of horizontal red dashed lines spanning the width of the page, intended for handwritten notes or answers.



ebm 2016

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



**FACULTY OF ECONOMICS
UNIVERSITY OF KRAGUJEVAC**

www.ekfak.kg.ac.rs
ebm@kg.ac.rs