



NOVI SAD SCHOOL OF BUSINESS
Republic of Serbia



TOURISM ORGANIZATION OF VOJVODINA
Republic of Serbia

INTERNATIONAL SCIENTIFIC AND EXPERT CONFERENCE
ECONOMIC DEVELOPMENT AND COMPETITIVENESS OF EUROPEAN COUNTRIES
Achievements - Challenges - Opportunities

October 4, 2018

Place: Novi Sad School of Business, Vladimira Perića Valtera 4, Novi Sad, Republic of Serbia

08:30 - 09:50

Entrance Hall and Club: *Registration of participants and coffee.*

10:00 - 10:30

Conference Room

Opening ceremony with welcoming addresses by Jelena Damjanović, PhD, Director of Novi Sad School of Business, Republic of Serbia, Nataša Pavlović, PhD, Director of Tourism Organization of Vojvodina, Republic of Serbia, and representatives of Provincial Secretariat for Higher Education and Scientific Research, AP Vojvodina, Republic of Serbia.

10:30 - 12:00

Conference Room: *Plenary session.*

Keynote speakers:

- **Vladimir Sherov-Ignatev, PhD**, Saint Petersburg State University, Faculty of Economics, Department of World Economy
EURASIAN ECONOMIC UNION: RATIONALE AND CONTROVERSIES
- **George Chobanov, PhD**, Sofia University „St. Kliment Ohridski“, Faculty of Economics and Business Administration
MODERN SILK ROAD AS WIN-WIN PROJECT FOR CHINA AND EUROPE
- **Miroslav Jovanović, PhD**, Global Studies Institute of the University of Geneva
FOREIGN DIRECT INVESTMENTS: SILK ROAD OPPORTUNITIES

12:00 – 12:30

Room 16: *Coffee Break*

12:30 – 14:30

Parallel sessions I, II, III, IV, V

SESSION I: EUROPEAN UNION RELATIONS AND NEW SILK ROAD INITIATIVE

Conference Room

Moderator: **Miroslav Jovanović, PhD**, *Global Studies Institute of the University of Geneva*

SESSION II: ECONOMIC GROWTH, COMPETITIVENESS AND TRADE

Room 12 (third floor)

Moderator: **Biljana Stankov, PhD**, *Novi Sad School of Business*

SESSION III: ECONOMIC POLICY, FINANCE AND INVESTMENTS

Room A1

Moderator: **Željko Račić, PhD**, *Novi Sad School of Business*

SESSION IV: RURAL TOURISM AND RURAL DEVELOPMENT; IPARD AND TOURISM PROJECT

Room A2

Moderator: **Boris Kuzman, PhD**, *Institute of Agricultural Economics in Belgrade*

SESSION V: EDUCATION, ENTREPRENEURSHIP AND EMPLOYMENT

Room 13 (third floor)

Moderator: **Nataša Papić Blagojević, PhD**, *Novi Sad School of Business*

14:30 – 15:30

Room 16: *Lunch break.*

15:30 – 16:30

Continuation of parallel sessions as scheduled.

17:00 – 17:30

Conference Room: *Closing ceremony.*

October 5, 2018

Place: Novi Sad School of Business, Vladimira Perića Valtera 4, Novi Sad, Republic of Serbia

10:30 – 11:00

Gathering of the participants interested for the excursion on NSSB premises. Departure for the excursion. Participants interested for the excursion can also gather in front of the Hotel Putnik in the city center at 11:30 from where the tour starts at 12:00.

SESSION I: EUROPEAN UNION RELATIONS AND NEW SILK ROAD INITIATIVE

12:30, Conference Room (October 4, 2018)

Moderator: **Miroslav Jovanović, PhD**, *Global Studies Institute of the University of Geneva*

Participants:

1. **Zeynep Kaplan**
THE NEW SILK ROAD: THE EU, CHINA AND THE FUTURE OF TRADE
2. **Slaviša Đukanović**
ECOLOGICAL ENERGETICS IN THE EURO-ASIA
3. **Nada Novaković & Marijana Maksimović**
EUROPEAN UNION AND SERBIA: INTEGRATION AND CHANGES
4. **Jelena Damnjanović & Biserka Komnenić**
SERBIA AND THE CHALLENGES OF EUROPEAN UNION
5. **Nada Trenčeva & Martina Krstevska**
PROTECTING INTELLECTUAL PROPERTY THROUGH THE LEGISLATION OF THE EUROPEAN UNION
6. **Veronika Boškov & Leonard Salai**
THE EU'S DANUBE STRATEGY AS A DEVELOPMENTAL OPPORTUNITY FOR SERBIA
7. **Predrag Ranitović & Zoran Marošán**
APPLICATION OF IT STANDARDS IN THE SERBIAN IT SECTOR AS A PROCESS OF HARMONISATION WITH EU IT SECTOR NORMS

SESSION II: ECONOMIC GROWTH, COMPETITIVENESS AND TRADE

12:30, Room 12 (third floor) (October 4, 2018)

Moderator: **Biljana Stankov, PhD**, *Novi Sad School of Business*

Participants:

1. **Dejan Đurić & Dragana Đurić**
QUALITY OF MACROECONOMIC ENVIRONMENT AS A FACTOR OF THE COMPETITIVENESS OF THE ECONOMY OF THE REPUBLIC OF SERBIA
2. **Dajana Ercegovic & Dejan Živkov**
COMPETITIVENESS OF THE SERBIAN ECONOMY - FDI AND BALANCE OF TRADE DEFICIT PROBLEM
3. **Andrija Babović & Jelena Ristić**
QUALITY OF HUMAN RESOURCES AS A FACTOR OF THE COMPETITIVENESS OF THE ECONOMY
4. **Dragoljub Jovičić & Marija Vranješ**
EFFICIENT MARKETING CHANNELS - PRECONDITION OF COMPETITIVENESS IN THE SERBIAN GAS BOILER MARKET
5. **Miroslav Čavlin & Pavle Počuč**
ACCESS ANALYSIS OF THE FINANCIAL POSITION IN THE FUNCTION OF THE COMPETITIVENESS OF THE COMPANY
6. **Milijana Roganović & Biljana Stankov**
THE IMPACT OF ECONOMIC GROWTH ON POVERTY REDUCTION IN THE REPUBLIC OF SERBIA
7. **Radenko Marić & Goran Vukmirović**
COMPARATIVE ANALYSIS OF CSR INDICATORS OF RETAILERS IN THE WESTERN BALKANS REGION

8. **Dragana Tomašević & Dragana Gašević**
ANALYSIS OF MOBILE PHONE SERVICES QUALITY ELEMENTS IN THE REPUBLIC OF SERBIA
9. **Sanja Vlaović Begović & Mirela Momčilović**
PROFITABILITY OF TRADING COMPANIES IN THE REPUBLIC OF SERBIA
10. **Marija Radulović**
COMPETITION PROTECTION POLICY IN THE FUNCTION OF THE IMPROVEMENT OF THE REPUBLIC OF SERBIA MARKET EFFICIENCY
11. **Bojan Vapa & Jelena Vapa Tankosić**
THE INFLUENCE OF INTERNATIONAL DISTRIBUTION FACTORS ON EXPORT PERFORMANCE OF SMALL AND MEDIUM ENTERPRISES
12. **Biljana Stankov & Milijana Roganović**
THE DETERMINANTS OF FOREIGN DIRECT INVESTMENTS: A PANEL DATA STUDY FOR THE EMERGING AND DEVELOPING EUROPEAN COUNTRIES
13. **Đorđe Ćuzović & Zdravko Šolak**
METHODOLOGICAL PROBLEMS IN THE RESEARCH OF THE ECONOMIC DEVELOPMENT OF MONOTOWNS IN SERBIA
14. **Marija Vranješ & Dragoljub Jovičić**
THE IMPACT OF PROMOTION THROUGH FACEBOOK ON MAKING A CONSUMERS DECISION IN THE REPUBLIC OF SERBIA
15. **Dragana Gašević & Dragana Tomašević**
QUALITY OF SERVICES IN THE FUNCTION OF CONSUMER SATISFACTION IN THE REPUBLIC OF SERBIA
16. **Gordana Ljubojević & Jovana Tomić**
THE BOARD OF DIRECTORS AND COMPETITIVE ADVANTAGE

SESSION III: ECONOMIC POLICY, FINANCE AND INVESTMENTS

12:30, Room A1 (October 4, 2018)

Moderator: **Željko Račić, PhD**, Novi Sad School of Business

Participants:

1. **Dragana Bolesnikov & Vera Mirović**
APPLYING ECO-SECURITIZATION TO THE FINANCIAL SYSTEM OF SERBIA
2. **Miljana Matović**
IMPORTANCE OF BANKING SECTOR PERFORMANCES - THE CASE OF SERBIA
3. **Branka Paunović & Dragoslava Ivković**
THE INFLUENCE OF BANKING CREDITS ON DEVELOPMENT OF ECONOMIC ENTITIES IN SERBIA
4. **Milica Raičević & Dijana Medenica Mitrović**
QUALITY OF OPERATIONS FOR THE PURPOSE OF COMPETITIVE ADVANTAGE OF THE BANK
5. **Pavel Baranov & Alena Baranova**
SCIENTIFIC HERITAGE OF RUSSIAN ACCOUNTING PHILOSOPHER VASILIJ BELOV: CARTOGRAPHY OF ACCOUNTING THEORY
6. **Vladimir Zakić & Marija Nikolić**
THE DEVELOPMENT OF COOPERATIVE AUDITS IN EUROPE - RECOMMENDATIONS FOR SERBIA

7. **Ljiljana Jović & Željko Račić**
THE ROLE OF PUBLIC SECTOR IN GENERATIONG KNOWLEDGE AS A FACTOR OF DEVELOPMENT: THE EXAMPLE OF THE REPUBLIC OF SERBIA
8. **Dragan Stojanović & Marko Krstić**
RISK MANAGEMENT AND DIGITAL ECONOMY - A WAY OF COMPETITIVE DIFFERENTIATION IN THE AREA OF FINANCIAL OPERATIONS
9. **Dragana Milić**
ECONOMIC FRAMEWORK OF INSURANCE SECTOR AS PART OF THE FINANCIAL SYSTEM IN SERBIA
10. **Goran Milošević & Marija Vuković**
IMPACT OF THE FISCAL POLICY ON GDP IN SERBIA: FISCAL MULTIPLIERS
11. **Vesna Vugdelija & Jelena Dumeljić**
OPERATIONAL RISK MANAGEMENT IN SMALL AND MEDIUM ENTERPRISES
12. **Nebojša Mitić & Slaviša Đorđević**
THE SPECIFICS OF THE PROCESS OF SELECTING PROSPECTIVE TARGET CORPORATE COMPANIES
13. **Pavel Baranov & Aleksander Shaposhnikov**
FROM THE GEORGE SIMMEL'S "PHILOSOPHY OF MONEY" TO THE CHARLES SPRAGUE'S "PHILOSOPHY OF ACCOUNTS"
14. **Dajana Ercegovac & Slobodanka Jovin**
DEVELOPMENT OF THE DIGITAL BANKING AND INNOVATIONS IN FINANCIAL SERVICES

SESSION IV: RURAL TOURISM AND RURAL DEVELOPMENT; IPARD AND TOURISM PROJECTS

12:30, Room A2 (October 4, 2018)

Moderator: **Boris Kuzman, PhD**, *Institute of Agricultural Economics in Belgrade*

Participants:

1. **Boris Kuzman & Radivoj Prodanović**
OBJECTIVES, POSSIBILITIES AND LIMITATIONS OF THE IPARD II PROGRAM IN THE DEVELOPMENT OF THE AGRARIAN SECTOR OF THE REPUBLIC OF SERBIA
2. **Nataša Pavlović & Bojana Kovačević Berleković**
TOURISM AS A DRIVING FORCE IN RURAL DEVELOPMENT: a CASE STUDY OF SOUTHEASTERN BAČKA
3. **Katarina Perčević, Aleksandra Dragin & Maja Mijatov**
ANALYSIS OF SWITZERLAND CULTURE ON THE BASIS OF HOFSTEDE'S MODEL FOR THE PURPOSE OF RESEARCHING THE TOURISM MARKET
4. **Tamara Gajić & Aleksandra Vujko**
GASTRONOMY AS A REVITALIZATION FACTOR OF THE TRADITIONAL FARM HOUSES (SALAŠI) - CASE STUDY OF ČENEJ SETTLEMENT
5. **Igor Trišić**
SUSTAINABLE TOURISM MANAGEMENT OF SPECIAL NATURE RESERVE "DELIBLATSKA PEŠČARA"
6. **Tatjana Bošković & Dragana Milić**
HUMAN RESOURCES IN RURAL TOURISM OF SERBIA: STATE AND PERSPECTIVE OF DEVELOPMENT

7. **Milutin Mrkša**
SUSTAINABLE DEVELOPMENT OF RURAL TOURISM IN THE MUNICIPALITY OF SEČANJ
8. **Katarina Perčević, Aleksandra Dragin & Maja Mijatov**
BUSINESS COMMUNICATION OF THE CABIN CREW WITHIN „QATAR AIRWAYS“ AIRLINE
9. **Bojana Kovačević Berleković & Tatjana Bošković**
THE FUNCTION OF EXCURSION TOURISM IN THE DEVELOPMENT OF RURAL AREAS IN THE REGION OF ŠAJKAŠKA
10. **Aleksandra Vujko & Tamara Gajić**
THE ASSESSMENT OF POTENTIALS FOR TOURISM DEVELOPMENT IN THE TRADITIONAL FARM HOUSES (SALAŠI) OF THE BAČKA REGION
11. **Ana Jovičić Vuković**
THE IMPORTANCE AND PHASES OF THE PLACE BRANDING PROCESS

SESSION V: EDUCATION, ENTREPRENEURSHIP AND EMPLOYMENT

Room 13 (third floor) (October 4, 2018)

Moderator: **Nataša Papić Blagojević, PhD**, *Novi Sad School of Business*

Participants:

1. **Jorde Jakimovski**
THE ACCESS OF THE YOUTH TO THE LABOR MARKET: THE MACEDONIAN EXPERIENCE
2. **Ana Jovičić Vuković & Nataša Papić Blagojević**
ENTREPRENEURIAL POTENTIAL OF STUDENTS IN TOURISM AND HOSPITALITY
3. **Tatjana Đurić Kuzmanović & Leonard Salai**
A FEMINIST POLIT-ECONOMICAL APPROACH TO RESEARCHING FAMILY BUSINESS MANAGEMENT WITHIN THE SERBIAN NATIONAL ECONOMY
4. **Ljerka Sedlan König & Mia Hocenski**
PARTNERSHIPS IN HIGHER EDUCATION: EMPLOYERS' VIEWS
5. **Miha Marič & Jasmina Žnidaršić**
THE EFFECT OF GENDER, AGE AND ACADEMIC RANK ON WORK-LIVE BALANCE
6. **Snežana Lekić & Jelena Vapa Tankosić**
EFFECT OF SOCIO-DEMOGRAPHIC FACTORS ON WORK MOTIVATION IN PUBLIC ENTERPRISES
7. **Mirjana Dmitrović & Jelena Obradović**
INVESTMENT IN TERTIARY EDUCATION AS THE INITIATOR OF ECONOMIC GROWTH
8. **Slobodanka Jovin & Ivana Jošanov Vrgović**
ENTREPRENEURIAL INTENTIONS OF STUDENTS OF HIGHER EDUCATION SCHOOLS IN THE TERRITORY OF AUTONOMOUS PROVINCE OF VOJVODINA
9. **Marijana Maksimović & Nada Novaković**
EMPLOYMENT AND EDUCATION: STATE AND PERSPECTIVES OF WORK
10. **Dejan Marinčić & Miha Marič**
CONCEPTUALISATION OF CONSCIOUS LEADERSHIP
11. **Jovan Njegić & Mladen Dumanović**
SURVEY OF CONTEMPORARY DEEP LEARNING MODELS AND THEIR APPLICATIONS
12. **Dalibor Petković & Nebojša Denić**
OBJECT-ORIENTED APPROACH FOR MODELLING OF ADMINISTRATION OF EDUCATIONAL SOFTWARE
13. **Dejan Sredojević**
THE APPLICATION OF MODERN INFORMATION AND COMMUNICATION TECHNOLOGIES IN EDUCATION