



NOVI SAD SCHOOL OF BUSINESS
AP Vojvodina, Republic of Serbia

INTERNATIONAL SCIENTIFIC AND EXPERT CONFERENCE

*Economic Development and Competitiveness of European Countries:
Challenges of Economic Integration*

DECEMBER 10, 2020

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

09:30 - 10:50

Entrance Hall: Registration of participants.

11:00 - 11:30

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

11:30 - 12:00

Coffee break.

12:00 - 13:00

Parallel sessions I, II, III, IV

SESSION I: EUROPEAN UNION RELATIONS AND ECONOMIC INTEGRATIONS

Conference Room

Moderator: Jelena Damnjanović, PhD

SESSION II: ECONOMIC GROWTH, COMPETITIVENESS AND TRADE

Room 16

Moderator: Dragoljub Jovičić, PhD

SESSION III: ECONOMIC POLICY, FINANCE AND INVESTMENTS

Room A1

Moderator: Biljana Stankov, PhD

SESSION IV: EDUCATION, ENTREPRENEURSHIP AND EMPLOYMENT

Room A2

Moderator: Nataša Papić Blagojević, PhD

13:00 - 14:00

Coffee Break

14:00 - 15:00

Continuation of parallel sessions as scheduled.

SESSION I: EUROPEAN UNION RELATIONS AND ECONOMIC INTEGRATIONS

Conference Room, 12h

Moderator: Jelena Damnjanović, PhD

Zeynep Kaplan

THE INTEGRATION LABYRINTH: THE CASE FOR THE UK

Olga Y. Trofimenko

THE RUSSIAN FEDERATION AS A DEFENDANT IN THE WTO DISPUTE SETTLEMENT

Jelena Damnjanović, Ana Jovičić Vuković

THE CHALLENGES OF THE REPUBLIC OF SERBIA EU ACCESSION - YOUTH PERSPECTIVES

Slaviša Đukanović

THE RENEWABLE ENERGY SOURCES UTILIZATION, AS A PART OF OBLIGATIONS SERBIA SHOULD FULFILL IN THE PROCESS OF JOINING THE EUROPEAN UNION

Jorde Jakimovski

REGIONAL COHESION IN TIMES ECONOMIC DEVELOPMENT: CASE STUDY OF THE REPUBLIC OF NORTH MACEDONIA

Miroslav N. Jovanović

EURO AND SERBIA

Milijana Roganović, Biljana Stankov

THE EFFECTS OF THE COMMON INDUSTRIAL POLICY ON THE ECONOMIC DEVELOPMENT OF THE EUROPEAN UNION

Veronika Boškov

UNITED INDIVIDUAL MANUFACTURERS ON THE ROAD TO THE EU MARKET

SESSION II: ECONOMIC GROWTH, COMPETITIVENESS AND TRADE

Room 16, 12h

Moderator: Dragoljub Jovičić, PhD

Dragana Đurić, Jelena Ristić

INNOVATIONS AS A FACTOR OF IMPROVEMENT OF COMPANIE'S
COMPETITIVENESS

Branka Maksimović

PRODUCTION AND EXPORT OF FRUIT OF THE REPUBLIC OF SERBIA: STATE
AND INTERNATIONAL SUCCESS FACTORS

Đorđe Ćuzović

INTRA-INDUSTRY TRADE BETWEEN SERBIA AND CEFTA 2006

Dragana Gašević, Dragoljub Jovičić

CONSUMER ETHNOCENTRISM - SPECIFICITY OF THE CONCEPT IN THE
SERVICE SECTOR

Bojan Vapa, Jelena Vapa Tankosić

INFLUENCE OF PROMOTION STRATEGY ON INTERNATIONAL MARKET
SUCCESS

Dragana Tomašević, Marija Vranješ

THE IMPACT OF DEMOGRAPHIC CHARACTERISTICS ON CONSUMER
SATISFACTION IN RETAIL

Mirjana Dmitrović, Jelena Obradović

THE RELATIONSHIP BETWEEN TRADE OPENNESS AND GDP IN BALKAN
COUNTRIES

Dragoljub Jovičić, Dragana Gašević

ECOLOGICAL MARKETING AS A DETERMINANT OF COMPETITIVE
ADVANTAGE IN THE B2B MARKET

Tatjana Bošković, Bojana Kovačević Berleković

IMPACT OF TOURISM ON THE ECONOMIC DEVELOPMENT OF RURAL
AREAS OF THE AUTONOMOUS PROVINCE OF VOJVODINA

SESSION III: ECONOMIC POLICY, FINANCE AND INVESTMENTS

Room A1, 12h

Moderator: Biljana Stankov, PhD

Slobodanka Jovin, Dajana Ercegovac

THE ANALYSIS OF AVAILABLE FINANCIAL SERVICES SUPPORTING THE DEVELOPMENT OF ENTREPRENEURIAL SECTOR IN THE TERRITORY OF AUTONOMOUS PROVINCE OF VOJVODINA

Mirela Momčilović, Sanja Vlaović Begović

THE RELATIONSHIP BETWEEN WEIGHTED AVERAGE COST OF CAPITAL AND PROFITABILITY OF COMPANIES IN SERBIA: CASE STUDY

Slađana Živanović, Sanja Smolović

THE IMPORTANCE OF THE INSTITUTIONAL FRAMEWORK FOR THE DEVELOPMENT OF THE RURAL AREA OF MONTENEGRO

Biljana Stankov, Milijana Roganović

EMPIRICAL STUDY ON FOREIGN INVESTORS' MOTIVES AND IMPORTANCE OF FDI INFLOWS IN EMERGING AND DEVELOPING EUROPEAN COUNTRIES

Dejan Volf

FINANCIAL SUPPORT AS A DETERMINANT OF SMALL AND MEDIUM-SIZED ENTERPRISES ECONOMIC GROWTH

Branka Paunović

LIQUIDITY OF THE BANKING SECTOR BASIS FOR FURTHER DEVELOPMENT AND TRANSITION OF PUBLIC ENTERPRISES IN SERBIA

Jelena Obradović, Mirjana Dmitrović

EFFECTS OF NATIONAL CURRENCY DEPRECIATION IN THE REPUBLIC OF SERBIA

Marko Špiler

EFFECTS AND PROBLEMS IN THE IMPLEMENTATION OF THE NEW LAW ON PUBLIC PROCUREMENT IN THE REPUBLIC OF SERBIA

Stevan Tomašević, Sanja Vlaović Begović

THE IMPACT OF indebtedness ON THE PROFITABILITY OF AGRICULTURAL ENTERPRISES IN THE REPUBLIC OF SERBIA

Bojana Kovačević Berleković, Tatjana Bošković

A CONCEPTUAL FRAMEWORK FOR TOURISM DESTINATION - A CASE STUDY OF ŠAJKAŠKA

SESSION IV: EDUCATION, ENTREPRENEURSHIP AND EMPLOYMENT

Room A2, 12h

Moderator: Nataša Papić Blagojević, PhD

Ljerka Sedlan König, Sendi Deželić

UNIVERSITY COMPETITIVENESS THROUGH DEVELOPMENT OF STUDENTS' ENTREPRENEURIAL BEHAVIOR

Jasmina Žnidaršić, Miha Marič

UNDERSTANDING AND IMPLICATIONS OF WORK-LIFE CONFLICT

Ana Jovičić Vuković, Nataša Papić Blagojević

YOUTH KNOWLEDGE ABOUT EU TOPICS - EVIDENCE FROM THE REPUBLIC OF SERBIA

Gjorgji Manev, Jorde Jakimovski

KNOWLEDGE MANAGEMENT IN THE PRACTICE OF SOME EUROPEAN COMPANIES

Snežana Lekić, Jelena Vapa Tankosić

ANALYSIS OF FACTORS OF TEAM WORK SUCCESS IN PUBLIC ENTERPRISES

Ivana Jošanov Vrgović

HUMAN POTENTIAL AND COMPETITIVENESS IN THE EUROPEAN CONTEXT

Nedeljko Prdić, Boris Kuzman

COMMODITY EXCHANGES AS A MARKETING CHANNEL

Nevena Ćurčić, Nataša Pavlović

STRATEGIC CHALLENGES FACING RURAL TOURISM IN SERBIA

Dragana Milić, Dajana Ercegovac

THE IMPACT OF THE LABOR MARKET AND LIVING STANDARD ON THE ECONOMIC DEVELOPMENT

Dejan Marinčić, Miha Marič

MINDFULNESS IN CONSCIOUS LEADERSHIP

Tamara Gajić, Milutin Mrkša

SERBIAN GASTRONOMY AS A TOURIST ATTRACTION

Vesna Futo Vugdelija, Jelena Dumeljić

PROCESSES OF THE BUSINESS MODEL INNOVATIONS IN CRISES