

J u b i l e e
***XX International May Conference on
Strategic Management (IMCSM24)***

&

***International Student Symposium on
Strategic Management***

Friday, 31 May 2024
Hotel "Jezero", Bor Lake, Bor, Serbia

SCHEDULE OF EVENTS

08:00 – 09:00 Participants registration

09:00 – 09:30 *(Main Room)*

IMCSM24 Official opening, award
ceremony and donors' presentation

09:30 – 11:45 **PLENARY SESSION** *(Main Room)*

11:45 – 12:00 *Coffee break*

12:00 – 13:45 **PAPERS PRESENTATIONS**

(Main Room) Oral/online IMCSM papers presentations

(Room A) Oral student papers presentations

(Main hall) Poster presentations

14:00 – 15:00 *Lunch break*

15:00 – 16:45 **PAPERS PRESENTATIONS**

(Main Room) Oral&online IMCSM papers presentations

(Room A) Smart Miner section

Online student papers presentations

16:45 – 17:00 *Coffee break*

17:00 – 18:45 **PAPERS PRESENTATIONS**

Online IMCSM papers presentations in different parallel
sections

19:00 IMCSM24 Conference official closing

20:00 *Dinner*

** All sections are streamed live via Zoom links.*

09:30 – 11:45 (Main Room)
PLENARY SESSION

[Click to Follow live via Zoom \(Main Room\)](#)

Session chairman:

Prof. dr Aleksandra Fedajev

Technical Faculty in Bor, University of Belgrade, Serbia

Tomasz Ingram

*The University of Economics in Katowice,
Faculty of Economics, Poland*

DIVERGING PATHS TO ORGANIZATIONAL
RESILIENCE: THE ROLE OF DYNAMIC
MANAGERIAL CAPABILITIES, BENEVOLENT
LEADERSHIP, ORGANIZATIONAL
UNLEARNING AND PARADOXICAL
THINKING

Yilmaz Bayar

*Bandirma Onyedi Eylul University, Faculty of
Economics and Administrative Sciences, Turkey*

ICT PENETRATION AND STOCK MARKET
DEVELOPMENT: EMPIRICAL EVIDENCE
FROM EMERGING MARKET ECONOMIES

Nemanja Berber

*University of Novi Sad,
Faculty of Economics in Subotica, Serbia*

EMPLOYEES' WORK-LIFE BALANCE IN THE
CONTEMPORARY BUSINESS ENVIRONMENT
IN SERBIA

Marija Panić

*University of Belgrade,
Technical Faculty in Bor, Serbia*

ENTERPRISE RISK MANAGEMENT USING
THE FMEA-AHP APPROACH

11:45 – 12:00 Coffee break

12:00 – 13:45 (*Main Room*) – **ORAL & ONLINE
IMCSM PAPERS PRESENTATIONS**

Click to [Follow live via Zoom](#) (*Main Room*)

Session chairmen:

Prof. dr Danijela Voza

Technical Faculty in Bor, University of Belgrade, Serbia

Prof. dr Tomasz Ingram, *University of Economics in
Katowice, Faculty of Economics, Poland*

Daniel Pavlov – *Invited speaker*

DEHUMANIZATION AS A FACTOR FOR THE
DEVELOPMENT OF INTERGENERATIONAL FAMILY
BUSINESS

Ana Kićanović – *Invited speaker*

THE ROLE OF STANDARDISATION IN THE ADOPTION
OF ARTIFICIAL INTELLIGENCE IN THE WORKPLACE

Milorad Tošić, Nenad Petrović, Olivera Tošić

WORKFORCE WELLBEING MANAGEMENT
LEVERAGING SEMANTIC KNOWLEDGE GRAPH

Miloš Madić, Milan Trifunović, Goran Petrović

SELECTION OF CUTTING INSERT FOR LONGITUDINAL
TURNING OF UNALLOYED STEEL USING ROBUST
DECISION MAKING

Vita Zarina, Velga Vevere, Inga Shina, Bleson Baby

ASSESSMENT OF THE IMPACTS OF EXPERIENCE
MARKETING ON THE BRAND IMAGE OF TEXTILE
COMPANIES IN LATVIA (*online*)

Sanela Golubović Corcione, Ivan Jovanović

THE IMPACT OF KNOWLEDGE STORAGE, SHARING
AND APPLICATION ON ORGANIZATIONAL
PERFORMANCES VIA MODERATING ROLE OF
KNOWLEDGE MANAGEMENT TOOLS IN “CARNIVAL
CRUISE LINES” COMPANY

Gulshan Zeynalova

THEORETICAL ASPECTS OF ENTREPRENEURIAL
ACTIVITY (*online*)

Aleksandra Radić, Ivan Jovanović, Nenad Milijić

DEVELOPMENT AND VALIDATION OF
MEASUREMENT INSTRUMENT FOR GREEN
KNOWLEDGE MANAGEMENT

**S.M. Sayem, Most. Sadia Akter, Md Muktadir Islam,
Azharul Islam**

EXAMINING THE MEDIATING ROLE OF
PSYCHOLOGICAL CAPITAL BETWEEN EMPLOYEE
EMPOWERMENT AND EMPLOYEE PERFORMANCE:
AN EMERGING EVIDENCE FROM BANGLADESH
(*online*)

14:00 – 15:00 **Lunch break**

12:00 – 13:45 (*Room A*) – **ORAL & ONLINE
STUDENT PAPERS PRESENTATIONS**
Click to [Follow live via Zoom](#) (Student Symposium)

Session chairman:

Prof. dr Sanela Arsić

Technical Faculty in Bor, University of Belgrade, Serbia

Nemanja Pavlović, Sandra Ćirić, Nataša Živadinović
ECOLOGICAL FOOTPRINT IN A FUNCTION OF
SUSTAINABLE DEVELOPMENT

**Stefan Ugrinov, Sanja Stanisavljev, Mila Kavalić,
Mihalj Bakator, Verica Gluvakov**
CIRCULAR SUPPLY CHAIN STRATEGY: INTEGRATING
CIRCULAR ECONOMY AND STRATEGIC
MANAGEMENT

**Elena Atanasijević, Bojana Jovanović,
Anđela Manojlović**
FACTORS INFLUENCING EMPLOYEE MOTIVATION

Andrei Petru Parv
REVERSE VENDING MACHINE. A RASPBERRY PI
APPLICATION (*online*)

Kingsley Nwagu, Efanga Udeme Okon
EFFECT OF FINANCIAL INCLUSION ON POVERTY
ALLEVIATION THROUGH MEDIUM, SMALL AND
MICRO ENTERPRISES IN NIGERIA (*online*)

Dombrovschi Livia
SUSTAINABLE ENTREPRENEURSHIP – A SOURCE OF
COMPETITIVE ADVANTAGE (*online*)

**Andreea-Roxana Danci, Gabriela-Mihaela Mureşan,
Ionuţ-Adrian Lazar**
CAN PRIVATE HEALTH INSURANCE BUY HAPPINESS?
EVIDENCE FROM ROMANIAN PEOPLE

**Ionuţ-Adrian Lazar, Andreea-Roxana Danci,
Gabriela-Mihaela Mureşan**
EVOLUTION OF THE FINANCIAL PERFORMANCES OF
ROMANIAN TOURISM COMPANIES

12:00 – 13:45 (*Main Hall*)
POSTER PRESENTATIONS

Ivana Petkovski, Aleksandra Fedajev, Isidora Milošević
THE GRANGER CAUSALITY OF DIGITAL
CONNECTIVITY AND TRADE GLOBALIZATION IN THE
HEALTH CRISIS

Ivana Petkovski, Isidora Milošević
POST-HOC ANALYSIS OF DIGITAL DEVELOPMENT IN
PLS-SEM

14:00 – 15:00 **Lunch break**

15:00 – 16:45 (Main Room) – **ORAL & ONLINE
IMCSM PAPERS PRESENTATIONS**

[Click to Follow live via Zoom \(Main Room\)](#)

Session chairmen:

Prof. dr Milica Veličković, *Technical Faculty in Bor,
University of Belgrade, Serbia*

Prof. dr Danijel Pavlov, *University of Ruse “Angel
Kanchev”, Bulgaria*

Silvia Puiu – *Invited speaker*

THE INTEREST OF STUDENTS AND GRADUATES IN
FAMILY BUSINESSES (*online*)

Milan Jeličić

NEW CORPORATE GOVERNANCE TENDENCIES OF
SUPERVISORY BOARDS IN EUROPE

Vladimir Zlatić

REMOTE EMPLOYEE PERFORMANCE MANAGEMENT:
THE NEAR / EARN MODEL PROPOSAL

Marina Sheresheva, Ekaterina Kovalenko, Daniel Pavlov
GALLERY BRAND IMPACT ON ARTIST NAME
RECOGNITION: EVIDENCE FROM RUSSIA (*online*)

Julia Murzina, Albert Brand,

Daniel Pavlov, Svetlana Shvab

CAREER PREFERENCES FOR UNIVERSITY STUDENTS
FROM RUSSIA AND BULGARIA (*online*)

Aleksandra Radić, Sanela Arsić, Đorđe Nikolić

EXAMINATION OF THE TAM MODEL EXTERNAL
FACTORS' INFLUENCE ON THE PERCEIVED EASE OF
USE – THE CASE OF SAP ERP SYSTEM

Zoltán Nyikes, Norbert Cseh,

László Tóth, Tünde Anna Kovács

POTENTIAL ASPECTS OF CLOUD-BASED RISKS AND
PROTECTION STRATEGIES (*online*)

Ieva Pūkienė, Greta Dargyte, Jūratė Banytė

HOW DO CONSUMERS' VISUAL ATTENTION, ITS
STIMULI, AND ATTITUDES TOWARDS ADVERTISING
INTERPLAY IN THE CONTEXT OF TRADITIONAL AND
NEUROMARKETING RESEARCH? (*online*)

Adrijana Jevtić, Dejan Riznić, Miša Tomić

GOLD PRICE PREDICTION BASED ON THE MONTE
CARLO METHOD

Ivica Nikolić, Anđelka Stojanović,

Aleksandra Radić, Predrag Đorđević

ANALYSIS OF INNOVATION IN EU COUNTRIES

16:45 – 17:00 *Coffee break*

15:00 – 16:45 (Room A) – SMART MINER SECTION

Chairman: Prof. dr Vesna Spasojević Brkić
Faculty of Mechanical Engineering, University of Belgrade, Serbia

Vesna Spasojević Brkić, Ivan Mihajlović,
Đorđe Nikolić, Aleksandar Brkić

SMART, ERGONOMIC AND SUSTAINABLE MINING
MACHINERY WORKPLACES: AN OVERVIEW OF THE
SMARTMINER PROJECT

Uglješa Bugarić, Vesna Spasojević Brkić, Nikola Petrović,
Nemanja Janev, Martina Perišić

A RISK EVALUATION OF BULLDOZER DOWNTIMES AND ITS
ECONOMIC JUSTIFICATION IN OPEN-PIT MINES

Hetham Omer Mohamed Jama, Vesna Spasojević Brkić,
Nikola Petrović, Uglješa Bugarić, Martina Perišić

A HYBRID RELIABILITY - FMEA METHODOLOGY IN RISK
ASSESSMENT OF A BELT CONVEYOR SYSTEM

Aleksandar Jokić, Milica Petrović, Zoran Miljković

INTEGRATED PROCESS PLANNING AND SCHEDULING OF
PRODUCTION SYSTEMS BASED ON MOUNTAIN GAZELLE
OPTIMIZER

Mirjana Misita, Vesna Spasojević Brkić, Ivan Mihajlović,
Aleksandar Brkić, Martina Perišić, Neda Papić, Nemanja Janev

SELECTION OF AN ALGORITHM FOR THE PREDICTION OF
STOPPAGES AND/OR FAILURE OF EXCAVATION UNITS USING
SUPERVISED MACHINE LEARNING

Natalija Perišić, Radiša Jovanović

HARD HAT DETECTION FOR SAFETY PURPOSES BY USING
YOLOV9

Branislav Petrović, Bogdan Ristić, Miloš Banjac, Ivan Božić

AN OVERVIEW ON OPTIMAL MODELING OF HYBRID
RENEWABLE ENERGY SYSTEMS FOR ENHANCING ENERGY
MANAGEMENT STRATEGIES

Vesna Spasojević Brkić, Nemanja Janev, Nikola Petrović, Uglješa Bugarić
RELIABILITY-BASED RISK ASSESSMENT OF AUXILIARY
MACHINERY IN OPEN-PIT MINES: A BACKHOE LOADER CASE
STUDY

Isidora Milošević, Anđelka Stojanović, Que Xiaojun,
Đorđe Nikolić, Sanela Arsić

THE IMPACT OF SAFETY FACTORS ON THE SAFETY
SUSTAINABILITY OF OPERATORS IN MINING COMPANIES:
A MANAGERS PERSPECTIVE

Anđelka Stojanović, Isidora Milošević, Đorđe Nikolić

DEVELOPING A NOVEL QUANTITATIVE APPROACH TO
EVALUATE THE ORGANIZATIONAL FACTORS AFFECTING
OCCUPATIONAL HEALTH AND SAFETY IN THE MINING
INDUSTRY

16:45 – 17:00 Coffee break

15:00 – 16:45

ONLINE STUDENT PAPERS PRESENTATIONS

Click to [Follow live via Zoom](#) (Student Symposium)

Session chairman:

Prof. dr Sanela Arsić

Technical Faculty in Bor, University of Belgrade, Serbia

Sara Tešanović, Sergej Živković

DIRECT MARKETING CONTEMPORARY CONCEPT
IMPLEMENTATION IN SALES ACTIVITIES

Jovana Čugalj, Vanja Cvetković

PUBLIC AWARENESS AND ATTITUDES ON CIRCULAR
ECONOMY CONCEPT IN REPUBLIC OF SERBIA

Ilkin Kyamilov

POSSIBLE SCENARIOS TO START OWN FITNESS
CENTER

Virginia Centeno

OPPORTUNITIES FOR A SMALL MANUFACTURING
COMPANY TO ENTER THE INTERNATIONAL MARKET

Katarina Randelović

ANALYSIS OF THE FREQUENCY AND FORM OF
GENDER-BASED DISCRIMINATION IN THE BUSINESS
ENVIRONMENT IN THE REPUBLIC OF SERBIA

Christopher Nwosu, Ugwu Kelechi Enyinna

EFFECTIVENESS OF ELEARNING INITIATIVES AND
IMPROVED ACADEMIC PERFORMANCE AMONG
NIGERIAN STUDENTS IN TERTIARY INSTITUTIONS

Katarina Jenić

THE IMPACT OF INNOVATIVE TECHNOLOGIES ON
THE WORK OF ORGANIZATIONS IN THE FIELD OF
ARTS

Offor George, Ugwu Kelechi Enyinn

THE INFLUENCE OF EMPLOYEE COMMITMENT ON
ORGANIZATIONAL CAPABILITIES IN NIGERIAN
BOTTLING FIRMS IN SOUTH EAST

Oskar Kosta

THE SERVQUAL METHOD AS A TOOL FOR
INVESTIGATING THE QUALITY OF CLEANING
SERVICES

16:45 – 17:00 *Coffee break*

17:00 – 18:45 (*Main Room*)
ONLINE IMCSM PAPERS PRESENTATIONS
Click to [Follow live via Zoom](#) (*Main Room*)

Session chairman:

Prof. dr Marija Panić

Technical Faculty in Bor, University of Belgrade, Serbia

Magdalena Krstanoski

CONSTRUCTION PRODUCTIVITY, LEAN PROCESSES
AND SUSTAINABILITY

Filip Marković, Snežana Urošević

ANALYSIS OF BUSINESS PROCESSES IN RAILWAYS
AND PUBLIC ENTERPRISES OF SERBIA

Aichouri Imen, Nettour Djamel,

Chaib Rachid, Kerboua Kelthoum

DESIGN OF A DIGITAL MODEL FOR RESERVE
ESTIMATION AT THE BLED EL HADBA PHOSPHATE
DEPOSIT- BIRELATER, TEBESSA

Taleb Mounia, Chaib Rachid,

Belhour Samira, Nettour Djamel

THE USE OF RISK MAPPING FOR SUSTAINABLE
MANAGEMENT OF HARMFUL EFFECTS IN BUSINESS:
CASE STUDY

Olugboyega Oyeranti

ECONOMICS AND ENVIRONMENTAL-HEALTH RISK
ASSESSMENT FOR SUSTAINABLE DEVELOPMENT OF
THE GOLD MINING INDUSTRY IN NIGERIA

Barbara D'Aquino, Mario Carrassi, Tomasz Ingram

THE RESILIENCE OF ITALIAN AND POLISH FAMILY
ORGANIZATIONS: A COMPARATIVE STUDY USING
FSQCA

Kiran Saroj, Arun Kumar

BEYOND SINGLE STORES: UNVEILING THE
DYNAMICS OF CROSS-MERCHANT LOYALTY
PROGRAMS

Dragana Kijački

FINANCIAL ANALYSIS AS A DECISION-MAKING TOOL
IN THE MANAGEMENT OF PUBLIC UTILITY
COMPANIES

19:00 IMCSM24 Conference official closing

20:00 *Dinner*

17:00 – 18:45 (*Room A*)
ONLINE IMCSM PAPERS PRESENTATIONS
Click to [Follow live via Zoom](#) (**Room A**)

Session chairman:

Msc. Aleksandra Radić

Technical Faculty in Bor, University of Belgrade, Serbia

Evelina Gilmutdinova, Zeljko Tekic

STRATEGIC BUSINESS MODEL TRANSFORMATION
THROUGH OPEN INNOVATION: A CASE STUDY OF
CYBERSECURITY FIRM

Marija Vasilevska, Ana Tomovska - Misoska

THE ROLE OF THE QUALITY HIGHER EDUCATION
INSTITUTIONS FOR HIGHER ECONOMIC
DEVELOPMENT. THE NEED FOR NEW MODEL FOR
MEASURING THE QUALITY OF HIGHER EDUCATION
INSTITUTIONS

Zagorka Mitaseva, Ana Tomovska - Misoska

DYNAMIC EFFECT OF ENTREPRENEURIAL
UNIVERSITY ENVIRONMENT ON STUDENT'S
ENTREPRENEURIAL SELF-EFFICACY

Tilen Medved, Tomaž Kern, Eva Krhač Andrašec

A BIBLIOMETRIC ANALYSIS OF KEY SUCCESS
FACTORS FOR DIGITAL TRANSFORMATION

Mr. Aliyu Mohammed, Dr. Shanmugam Sundararajan,

Dr. Subramani Senthil Kumar, Dr. Sanjoy Kumar Pal

IMPACT OF STRATEGIC HUMAN RESOURCE
MANAGEMENT ON MEDIATING THE RELATIONSHIP
BETWEEN ENTREPRENEURIAL VENTURES AND
SUSTAINABLE GROWTH

**Thiruchelvi Arunachalam, Mayurigha Sivakumar,
Ashvadarani Raveendran**

YOUNG CONSUMERS' INSIGHTS ON BRAND
ASSOCIATION, BRAND AWARENESS, PERCEIVED
QUALITY, BRAND IMAGE, BRAND LOYALTY AND
BRAND EQUITY

Bojan Kocić, Marija Marčetić,

Nikola Vasić, Aleksandra Algheth

ACCELERATED DEVELOPEMENT OF DIGITAL AND
SUSTAINABLE ECONOMY USING
CRYPTOCURRENCIES

Biljana Galovska, Ivan Gjorgjievski

THE IMPACT OF EXECUTIVE COACHING ON THE
INNOVATION PERFORMANCE OF EMPLOYEES

19:00 **IMCSM24 Conference official closing**

20:00 **Dinner**

17:00 – 18:45

ONLINE IMCSM PAPERS PRESENTATIONS

Click to [Follow live via Zoom \(Room B\)](#)

Session chairman:

Msc. Adrijana Jevtić

Technical Faculty in Bor, University of Belgrade, Serbia

Alina Haller

SUSTAINABILITY AND RESILIENCE FROM THE
PERSPECTIVE OF THE LABOUR MARKET OF
CENTRAL AND EAST EUROPEAN (CEE) MEMBER
STATES

Geoffrey Otieno, Ruth Kiraka

THE TRIAD OF LEAD USER INNOVATION SUCCESS:
WORK EXPERIENCE, AUTONOMY, AND
COLLABORATION IN KENYAN FINTECH

Hima Parameswaran

AMALGAMATING WORKFORCE MANAGEMENT WITH
CHANGE MANAGEMENT: A TRANSFORMATIONAL
CHANGE INTERVENTIONS IN ORGANIZATIONAL
DEVELOPMENT

**Marko Štaka, Miroslav Stefanović, Darko Stefanović,
Đorđe Pržulj, Vladimir Fabri**

REVIEW OF SECURITY ISSUES IN THE APPLICATION
OF BLOCKCHAIN TECHNOLOGY IN E-GOVERNMENT

Ana Đurić, Aleksandra Hornjak,

Darko Stefanović, Dušanka Dakić

ENHANCING PRODUCTION PLANNING EFFICIENCY
WITH DOCUMENT MANAGEMENT USING BPM TOOLS
- THE BONITA APPROACH

Gordana Tasevska

DEVELOPING SUSTAINABLE MODELS FOR
INTEGRATING ARTIFICIAL INTELLIGENCE IN GREEN
WORKPLACES

Vusumzi M. Msuthwana

LEVERAGING KNOWLEDGE MANAGEMENT FOR
ADVANCING INNOVATIVE THINKING IN THE
BANKING SECTOR: INSIGHTS FROM SOUTH AFRICA

19:00 IMCSM24 Conference official closing

20:00 *Dinner*