

UNIVERSITY OF BELGRADE, SERBIA

TECHNICAL FACULTY IN BOR



***XIII International
May conference on
strategic management
IMKSM 2017***

and

***XIII Students Symposium on
strategic management***

PROGRAM

***Hotel «ALBO»
Bor
19. – 21.05.2017.***

ORGANIZED BY:

**UNIVERSITY OF BELGRADE,
TECHNICAL FACULTY IN BOR**

Vojske Jugoslavije 12, 19210 Bor, Serbia
Tel/fax: 030/424-547

LANGUAGE

The official conference language will be English and Serbian,
without simultaneous translation.

THE CONFERENCE WORK

The conference work will be organized in plenary sessions and
separate oral sections. The presentation of papers is limited to 15
minutes.

For the oral presentation the authors will be provided with a
laptop with the Windows 7 Professional operating system, Office
2007, as well as a LCD projector.

PARTICIPATION FEES

The registration fee for the conference participants is 125€ in
dinar equivalent on the date of payment. The registration fee
includes: The Book of abstracts with accompanying materials,
Proceedings of full papers (after the conference is finished),
banquet dinner and refreshments during the breaks and
admission to the conference.

Undergraduate and master students - the authors of papers within
the student symposium, do not pay the registration fee and have
the right to attend the conference and present their work. The
costs of transport and accommodation of the students in the Hotel
is borne by the organization from which the students are coming.
PhD students pay only half of the conference fee.

The registration fee should be paid through the following bank
account:

Tehnički fakultet u Boru br: 840-1478666-37

Poziv na br.120

With reference: **za Majsku konferenciju**

The payment confirmation should be sent to:
pdjordjevic@tfbor.bg.ac.rs

Registration fee can be paid during the registration at the
conference desk (the same amount).

Registration fee for foreign participants should be paid according
to the procedure given and described at <http://mksm.sjm06.com/>.

ACCOMMODATION PRICES IN THE HOTEL «ALBO»

Single room (1/1): 4300 RSD, approximately 35 EUR
Double room/per person (1/2): 3700 RSD, approximately 30 EUR

Room reservations should be made before May 10, 2017!

Hotel has its own parking lot.

Reception: +381(30)24-96-962 /+381(30)24-96-964

E-mail: office@hotel-albo.rs
<http://www.hotel-albo.rs/>

ALTERNATIVE ACCOMMODATION IN BOR

For participants who do not reserve accommodation at the Hotel
Albo, we propose the following alternative accommodation in Bor:

Hotel Jezero

Tel. +381(30)482-940
<http://www.hoteljezero.rs/>
office@hoteljezero.rs

Srpska Kruna

Brestovačka banja 19216
+381 30 477 078, +381 30 477 079
www.brestovackabanja.co.rs
bbanjaskruna@gmail.com

Klub RTB Bor

Brestovačka banja 19216
+381 30 477 009, +381 30 477 010
www.rtbklub.rs
office@rtbklub.rs

WEATHER CONDITIONS

Weather conditions are favorable at the end of May with a
moderate climate. Weather forecast for the town of Bor can be
found at the web site

<https://www.weather2umbrella.com/weather-forecast-bor-serbia-en/7-days>

TIME AND VENUE

The conference will be held from 19 - 21 May 2017 at the Hotel
ALBO, in the city of Bor.

The Conference Office will be opened by the following schedule:

May 19, 2017 from 17⁰⁰ to 20⁰⁰
May 20, 2017 from 8⁰⁰ to 20⁰⁰
May 21, 2017 from 8⁰⁰ to 14⁰⁰

INFORMATIONS

Predrag Djordjevic, President of the conference Organizational Board
djpredrag@gmail.com and pdjordjevic@tfbor.bg.ac.rs

Mobile tel. number: +381 60 700 20 47

OPŠTI PROGRAM/GENERAL PROGRAM

Petak 19.05.2017. / Friday 19.05.2017

Dolazak gostiju – Arrival of participants
17⁰⁰-20⁰⁰ Registracija učesnika / Registration

Subota 20.05.2017. / Saturday 20.05.2017

08⁰⁰-09⁰⁰ – Prijem i registracija učesnika / Registration

09⁰⁰-09³⁰ – Otvaranje konferencije / Official opening

09³⁰-11⁰⁰ – Plenarna predavanja / Plenary lectures (Sala A / Room A)

11⁰⁰-11³⁰ – Kafe pauza / Coffee break

11³⁰-13³⁰ – Rad po sekcijama / Conference sessions (Room A)

13³⁰-15⁰⁰ – Ručak / Lunch

15⁰⁰-16³⁰ – Rad po sekcijama / Conference sessions (Room A and B)

15⁰⁰-16³⁰ – Studentski simpozijum o strategijskom menadžmentu
/ Students symposium on strategic management (Room C)

16³⁰-17⁰⁰ – Kafe pauza / Coffee break

17⁰⁰-18³⁰ – Rad po sekcijama / Conference sessions (Room A)

17⁰⁰-18³⁰ – Studentski simpozijum o strategijskom menadžmentu
/ Students symposium on strategic management (Room C)

17⁰⁰-20⁰⁰ – Round-table: Practical approaches to Natural resource
management for sustainable regional development (Room B)

18³⁰-19⁰⁰ – Kafe pauza / Coffee break

19⁰⁰-20⁰⁰ – Rad po sekcijama / Conference sessions (Room A)

21⁰⁰ – Svečana večera / Banquet dinner

Nedelja 21.05.2017. / Sunday 21.05.2017

9⁰⁰ – Opcioni izlet / Optional field trip

9⁰⁰-10³⁰ – Rad po sekcijama / Conference sessions (Room A and B)

10³⁰-11⁰⁰ – Kafe pauza / Coffee break

11⁰⁰-13⁰⁰ – Rad po sekcijama / Conference sessions (Room A)

13⁰⁰ – Zatvaranje skupa / Official closure

MAY CONFERENCE ON STRATEGIC MANAGEMENT

20.05.2017. 09⁰⁰-11⁰⁰

(Konferencijska sala A – Room A)

Predsedavajući/Chairman: Živan Živković, Ivan Mihajlović, Predrag Đorđević

**09⁰⁰-09³⁰: Otvaranje Konferencije– Official opening
(Sala A – Room A)**

Pozdravni govor/ Opening note:

**1. Ivan Mihajlović, Co- President of the conference
Organizational Board**

**2. Predrag Đorđević, President of the conference
Organizational Board**

3. Pozdravi gostiju/Greetings from guests

**09³⁰-11⁰⁰ – Plenarna predavanja / Plenary lectures
(Sala A – Room A)**

1. Jyrki Kangas¹, Veikko Hiltunen², Jouni Pykäläinen¹

¹University of Eastern Finland, Joensuu; ²Kajaani, Finland

**EXPERIENCES ON APPLYING MCDA AND VOTING
METHODS TO THE MANAGEMENT OF STATE-OWNED
LANDS IN FINLAND**

2. Elena Kalugina¹, Natalia Safronova²

¹Russian Presidential Academy of National Economy and Public
Administration (RANEPA), Career Development Center; ²RANEPA,
Management and Marketing Department, Russia

**FORMING COMPETENCES OF SOCIALLY RESPONSIBLE
MANAGEMENT AS A SIGNIFICANT DRIVER FOR
PROFESSIONAL DEVELOPMENT**

3. Teppo Hujala

University of Eastern Finland, School of Forest Sciences, Joensuu,
Finland

**PARTICIPATION RATIONALES IN ENVIRONMENTAL
MANAGEMENT**

4. Nenad Milijić, Ivan Mihajlović, Ivan Jovanović

University of Belgrade, Technical Faculty in Bor, Management
Department, Serbia

**ANALYSIS OF THE OCCUPATIONAL SAFETY FACTORS IN
PRODUCTION COMPANIES, AS IMPORTANT SEGMENT OF
THEIR STRATEGIC DEVELOPMENT**

D i s k u s i j a / Discussion

Kafe pauza / Coffee Break

MAY CONFERENCE ON STRATEGIC MANAGEMENT

20.05.2017. 11³⁰-13³⁰

(Konferencijska sala A – Room A)

Predsedavajući/ Chairman: Natalia Safronova, Željko Stević, Ivan Mihajlović

1. Liisa Kempainen¹, Jukka Sirkiä^{1, 2}, Minna Jukka¹, Jukka Hallikas¹

¹Lappeenranta University of Technology, School of Business and
Management; ²Saimaa University of Applied Sciences, Business
Administration, Lappeenranta, Finland

**VIRTUAL ORGANIZATIONS AS A STRATEGIC CHOICE
MULTIPLE CASE STUDY**

**2. Sanela Arsić, Djordje Nikolić, Ivan Mihajlović,
Aleksandra Fedajev, Živan Živković**

University of Belgrade, Technical Faculty in Bor, Serbia

**APPLICATION OF THE SWOT-MCDM MODEL TO
PRIORITIZE THE SCENARIOS FOR MANAGEMENT
DEVELOPMENT IN NATIONAL PARK DJERDAP, SERBIA**

**3. Mihailo Ratknić¹, Sonja Braunović¹, Tatjana Ratknić¹,
Ljubinko Rakonjac¹, Nebojša Marjanović²**

¹Institute of Forestry, Belgrade; ²Municipality of Boljevac,
Boljevac, Serbia

**THE AFFORESTATION STRATEGY OF THE REPUBLIC OF
SERBIA IN TORRENTIAL FLOOD RISK MANAGEMENT**

**4. Jelena Ranitović¹, Aleksandar Janjić², Lazar
Velimirović¹, Petar Vranić¹**

¹Mathematical Institute SASA, Belgrade; ²Faculty of Electronic
Engineering in Nis, Serbia

**RISK ANALYSIS BASED ON BAYESIAN NETWORKS AND A
MULTI-CRITERIA DECISION-MAKING METHOD:
SELECTION OF SWITCHES FOR THE 110kV SUBSTATIONS**

D i s k u s i j a / Discussion

**5. Željko Stević¹, Enis Mulalić², Irena Đalić¹, Nenad
Vasiljević³**

¹University of East Sarajevo, Faculty of Transport and Traffic
Engineering Doboj, Bosnia and Herzegovina; ²Natron-Hayat d.o.o.
Maglaj, Bosnia and Herzegovina; ³Technical School Doboj, Bosnia
and Herzegovina

**SWOT ANALYSIS OF LOGISTICS SYSTEM IN COMPANY OF
THE PAPER PRODUCTION**

6. Ivan Miković, Teodora Lolić, Darko Stefanović
Faculty of Technical sciences, Novi Sad, Serbia

**UTILIZING WEB AND CLOUD-BASED TECHNOLOGIES TO
SUPPORT CORPORATE BUSINESS OPERATIONS**

7. Zorana Z. Vidić, Bojana D. Šaljić, Olivera S. Novitović
Beogradska poslovna škola; Užice, Serbia

PILOT PROJECT OF ECOLOGICAL HOUSE

8. Alex Urubkov, Natalia Safronova, Natalia Minajeva, Tatiana Maslevich
Institute of Sectoral Management (ISM), RANEP, Russia
MEASURING THE IMPACT OF SOCIO - DEMOGRAPHIC CHARACTERISTICS OF THE PROJECT TEAM MEMBERS ON THE FORMATION OF TEAM ROLES (ON THE EXAMPLE OF THE CONCEPT R. BELBIN)

9. Zorica A. Veljković¹, Damir Ćurić², Vesna Spasojević Brkić¹, Slobodan Radojević¹
¹*Faculty of Mechanical Engineering, University of Belgrade, Serbia;*
²*Iron foundry "Novi Život", KPZZT, Zenica, Bosnia and Herzegovina*

DETERMINATION OF QUALITY IN PLASTIC INJECTION MOLDING PROCESS OF LID FOR OPTICAL FIBER HUB BASED ON GEOMETRIC DEFORMATIONS

10. Radenko Milojevic, Marija Radosavljevic, Nada Barac, Aleksandra Andjelkovic, Marija Radosavljevic
Faculty of Economics, University of Nis, Serbia
ASSESSMENT OF MATURITY LEVEL OF BUSINESS PROCESS MANAGEMENT AND SUPPLY CHAIN MANAGEMENT IN DEVELOPING COUNTRIES

D i s k u s i j a / Discussion

Ručak / Lunch

MAY CONFERENCE ON STRATEGIC MANAGEMENT

20.05.2017. 15⁰⁰-16³⁰
(Konferencijska sala A - Room A)
Predsedavajući / Chairman: Elena Kalugina, Ivan Jovanović

1. Pavlina Stojanova¹, Lence Petreska¹, Emilija Stevanovska²
¹*Megunaroden Slavjanski Univerzitet "Gavrilo Romanovic Derzavin";* ²*Business Academy Smilevski, Macedonia*
PREDICTION OF STOCK PRICE USING TECHNICAL ANALYSIS

2. Dijana Damevska¹, Maja Kocoska²
¹*Business Academy Smilevski Institute of Management BASIM, Bitola;* ²*Business Academy Smilevski BAS, Skopje*
MARKETING COMBINATORICS FOR MORE SUCCESSFUL BUSINESS

3. Dejan Bogdanović, Ivan Jovanović, Valentina Velinov, Goran Stojanović
Belgrade University, Technical Faculty in Bor, Serbia
MULTICRITERIA ANALYSIS OF ACCIDENTS IN UNDERGROUND PRODUCTION SYSTEMS

4. Danijela Despotović¹, Danijela Durkalić²
¹*University of Kragujevac, Faculty of Economics in Kragujevac, Kragujevac;* ²*University of Belgrade, Technical Faculty in Bor, Serbia*
ANALYSIS OF BUDGET DEFICIT IN THE CANDIDATE COUNTRIES FOR EU MEMBERSHIP

5. Petronije Jevtić¹, Ljiljana Stošić Mihajlović¹, Ljubomir Miljković²
¹*Visoka škola primenjenih strukovnih studija u Vranju;* ²*Fakultet za poslovno industrijski menadžment, Beograd, Serbia*
LOYALTY DEVELOPMENT MARKETING TO REDUCE RISK AND UNCERTAINTIES THE ENTREPRENEURIAL VENTURES

6. Ljiljana Stošić Mihajlović¹, Petronije Jevtić¹, Boro Krstić²
¹*Visoka škola primenjenih strukovnih studija u Vranju, Serbia;* ²*Univerzitet Bijeljina, Bosnia and Herzegovina*
BEGINNER PROBLEMS OF ENTREPRENEURS

D i s k u s i j a / Discussion

7. Sablu Khan¹, Mohd Afaq Khan²
¹*Department of Business Administration, Aligarh Muslim University;* ²*Faculty of Management Studies & Research, Aligarh Muslim University, India*
CUSTOMER ADVOCACY: A STRATEGY FOR REVAMPING E-TAILERS' SERVICES IN INDIA

8. Sanela Božinović¹, Olgica Mihajlović², Miroslav Piljušić³
¹*University in Belgrade - Technical faculty in Bor;* ²*Elementary school "Ljubica Radosavljević Nada";* ³*Union of Slovenian cultural societies of Serbia, Zajecar, Serbia*
AWARENESS OF PRIMARY SCHOOL TEACHERS ABOUT USE OF NEW TECHNOLOGIES IN THE SYSTEM OF PRIMARY EDUCATION IN SERBIA

9. Mehraj Udin Ganaie, Mohammad Israrul Haque
Faculty of Management Studies and Research, Aligarh Muslim University, Aligarh, India
HUMAN TALENT MANAGEMENT ORIENTATION AND VALUE CREATION: A RESEARCH AGENDA

10. Alexander Miller
Omsk State University called after F.M. Dostoevsky
ENTREPRENEURIAL COST MANAGEMENT: INSTRUMENTAL APPROACH

11. Ahmed Essdai¹, Vesna Spasojević Brkić¹, Aleksandar Brkić²
¹*University of Belgrade, Faculty of Mechanical Engineering;* ²*Innovation Center, Faculty of Mechanical Engineering, Belgrade, Serbia*
ERGONOMIC MULTIVARIATE MODELLING OF LIBYAN DRIVERS ACCOMODATION IN PASSENGER CARS

12. Kristijan Ristić
Bussines and Law faculty, Union university – Nikola Tesla, Belgrade, Serbia
"CORE COMPETENCY" OF BANKING MANAGERS AND BANKING BUSSINES EXCELLENCE

13. Ivan Jovanović, Nenad Milijić, Dejan Bogdanović, Anđelka Stojanović
University of Belgrade, Technical Faculty in Bor, Engineering Management Department, Serbia
IMPACT ANALYSIS OF THE ELEMENTS OF OCCUPATIONAL SAFETY AND KNOWLEDGE MANAGEMENT ON PROJECT GOALS REALISATION AND BENEFITS IN THE PROJECT-BASED ORGANIZATIONS IN ŠUMADIA DISTRICT

D i s k u s i j a / Discussion

Kafe pauza / Coffee Break

MAY CONFERENCE ON STRATEGIC MANAGEMENT

20.05.2017. 15⁰⁰-16³⁰
(Konferencijska sala B - Room B)
Predsedavajući / Chairman: Željko Vojinović, Milica Arsić

1. Jelena Jovkić, Snežana Urošević, Milovan Vuković
University of Belgrade, Technical Faculty in Bor, Serbia
THEORETICAL AND METHODOLOGICAL APPROACHES IN STUDYING INTELLECTUAL CAPITAL

2. Tamara Vesić, Miloš Nikolić, Jovan Petronijević
Visoka škola za poslovnu ekonomiju i preduzetništvo, Serbia
THE FISCAL CHARACTER OF THE EXCISE AND ITS INFLUENCE ON THE CONSUMPTION AND SOCIAL POLITICS IN THE REPUBLIC OF SERBIA

3. Ivan Jovanović, Milica Arsić
University of Belgrade, Technical Faculty in Bor, Engineering Management Department, Serbia
IMPACT OF ENTREPRENEURIAL ACTIVITIES ON THE INNOVATIVENESS AND PROFITABILITY OF SMEs IN EASTERN SERBIA

4. Zoran Pavlović
FON University in Belgrade, "Serbian railway" a.d., Serbia
USABILITY OF APPLICATIONS RAILWAY

5. Slobodan Adžić
Univerzitet Union – Nikola Tesla, Fakultet za menadžment FAM, Sr. Karlovci, Serbia
THE LEARNING ORGANIZATION IN SERBIAN ACADEMIC SETTING: A FAD OR AN ECHO?

D i s k u s i j a / Discussion

6. Anđelka Stojanović, Sanela Arsić, Ivan Mihajlović, Isidora Milošević
University of Belgrade, Technical Faculty in Bor, Serbia
ATTITUDE OF EMPLOYEES ON CORPORATE SOCIAL RESPONSIBILITY IN SERBIA

7. Dragan Ilić¹, Marko Milosavljević¹, Jelena Ilić²
¹*Fakultet za ekonomiju i inženjerski menadžment u Novom Sadu;*
²*Pravni fakultet za privredu i pravosuđe u Novom Sadu, Serbia*
THE ROLE AND IMPORTANCE OF BUSINESS COMMUNICATIONS ON COMPANY'S IMAGE BUILDING

8. Zuzana Virglerova
Tomas Bata University in Zlín, Faculty of Management and Economics, Czech Republic
THE SIZE OF THE COMPANY – ADVANTAGE OR DISADVANTAGE? (CASE STUDY FROM THE CZECH REPUBLIC)

9. Željko Vojinović¹, Kristina Kuzmanović²
¹*University of Novi Sad, Faculty of Economics Subotica, Serbia;*
²*Independent University of Banja Luka, Bosnia and Herzegovina*
WIND ENERGY - A LEADING SOURCE OF NEW RENEWABLE ENERGY CAPACITY

10. Wekesa L¹., Maalu J.K.², Gathungu J.², Wainaina G.²
¹*Kenya Forestry Research Institute, Coast Eco Region Research Programme;* ²*University of Nairobi, School of Business, Department of Business Administration, Kenya*
MEDIATING EFFECT OF COMPETITIVE STRATEGY ON ENTREPRENEUR CHARACTERISTICS AND PERFORMANCE OF NON-TIMBER FOREST PRODUCTS FIRMS IN KENYA

11. Slobodan Cvetanović¹, Danijela Despotović², Srdjan Milićević³
¹*University of Niš, Faculty of Economics;* ²*University of Kragujevac, Faculty of Economics;* ³*Belgrade Metropolitan University, Serbia*
COMPETITIVENESS OF INDUSTRY BASED ON THE CREATION OF ABILITIES

Discussion / Discussion

Coffee Break / Coffee Break

STUDENTS SYMPOSIUM ON STRATEGIC MANAGEMENT

20.05.2017. 15⁰⁰-16³⁰
(Konferencijska sala C - Room C)
Predsedavajući/ Chairman: Vlada Polyakova, Sanela Arsić, Ivana Veličkowska

1. Vlada Polyakova, Nadezhda Sviridova, Daria Melnik
Russian Presidential Academy of National Economy and Public Administration (RANEPA), Russia
THE KEY PARAMETERS OF ECO-BRANDS POSITIONING

2. Ivana Veličkowska, Maja Stanujkić
University of Belgrade, Technical Faculty in Bor, Engineering Management Department, Serbia
OUTRANKING METHODS IN ENVIRONMENTAL MANAGEMENT- A REVIEW AND A CASE STUDY

3. Ivana Veličkowska, Maja Stanujkić, Ana Stanujkić, Dijana Gavrilović, Dragana Dimitrievska, Nikola Balašević
University of Belgrade, Technical Faculty in Bor, Engineering Management Department, Serbia
BUSINESS IMPROVEMENT IN NATIONAL PARK DJERDAP IN TERMS OF SUSTAINABLE REGIONAL DEVELOPMENT

4. Dušan Bogdanović, Sanela Božinović
University of Belgrade, Technical Faculty in Bor, Serbia
THE IMPACT OF DIFFERENT TYPES OF INCENTIVES OF EMPLOYEES OF TECHNICAL FACULTY IN BOR ON THEIR WORK MOTIVATION LEVEL: A CASE STUDY

5. Ljiljana S. Mihajlović¹, Miloš Nikolić²
¹*Visoka škola primenjenih strukovnih studija u Vranju;* ²*Univerzitet Džon Nezbít, Serbia*
PROCESI U PREDUZETNIŠTVU – OD IDEJE DO POTPUNE KONTROLE NAD BIZNISOM

6. Jasna Stojanović, Jelena Petrović
Visoka škola za poslovnu ekonomiju i preduzetništvo, Beograd, Serbia
TROŠKOVI POSLOVANJA PREDUZEĆA

7. Radmila Janković, Andrea Dobrosavljević, Milica Đorđević, Valentina Cvetković, Jelena Kovačević
University of Belgrade, Technical Faculty in Bor, Serbia
SCIENCE AND TECHNOLOGY PARK BOR

8. Dijana Stepova, Milica Stevanović
Visoka škola primenjenih strukovnih studija u Vranju, Serbia
TRADITIONAL AND MODERN BANK OPERATIONS

9. Emanuela Bogdanovic
University of Belgrade, Technical Faculty in Bor, Engineering Management Department, Bor, Serbia
CHANGE MANAGEMENT AND PROBLEM SOLVING IN "EAST STAR GROUP" COMPANY, KNJAZEVAC, USING AHP METHOD

10. Danijela Vučković, Dušan Bogdanović, Marija Pajović, Nikola Gubijan
University of Belgrade, Technical Faculty in Bor, Engineering Management Department, Bor, Serbia
THE IMPLEMENTATION OF THE PROMETHEE-GAIA METHOD IN THE PROCESS OF DETERMINING THE BENCHMARKING PARTNER IN BUILDING A CHP PLANT

11. Dušan Bogdanović
University of Belgrade, Technical Faculty in Bor, Engineering Management Department, Serbia
STATISTICAL RELIABILITY TESTING OF CAR TIRES WITH THE IMPLEMENTATION OF MONTE CARLO SIMULATION

Discussion / Discussion

Coffee Break / Coffee Break

MAY CONFERENCE ON STRATEGIC MANAGEMENT

20.05.2017. 17⁰⁰-18³⁰
(Konferencijska sala A - Room A)
Predsedavajući/ Chairman: Alena Borisova, Nenad Miljić

1. Drago Orčić, Snežana Urošević, Dejan Riznić
¹*Innovative Business International,* ²*Univerzitet u Beogradu, Tehnički fakultet u Boru, Serbia*
INNOVATIVE APPROACH TO INTELLECTUAL POTENTIAL IN ORDER TO CREATE NEW VALUE

2. Milica Arsić, Ivan Jovanović
University of Belgrade, Technical Faculty in Bor, Serbia
THE IMPACT OF CREATIVITY, CREATIVE STRATEGIES AND METHODS FOR DATA COLLECTION ON SUSTAINABILITY OF BUSINESS IDEA

3. Marijan Stevanovski¹, Marjan Mladenovski², Kristina Stevanovska³
¹*MIT University Skopje;* ²*Euro College Kumanovo;* ³*Virtual-M Kumanovo, Macedonia*
USE OF FINANCIAL INTELLIGENCE IN MAKING FINANCIAL DECISIONS

4. Dragan Ilić, Marko Milosavljević
Fakultet za ekonomiju i inženjerski menadžment u Novom Sadu, Serbia
GLOBAL MARKETING RESEARCH ON EXAMPLE OF PHARMACEUTICAL INDUSTRY

Discussion / Discussion

5. Alena Borisova
Novosibirsk State Technical University, Russia
STAFF MANAGEMENT MECHANISM BASED ON THE ASSESSMENT OF ECONOMIC LOSSES DUE TO STAFF TURNOVER

6. Sanela Arsić, Anđelka Stojanović, Ivan Mihajlović
University of Belgrade, Technical Faculty in Bor, Serbia
THE MOST IMPORTANT DIMENSIONS OF CORPORATE SOCIAL RESPONSIBILITY

7. Danijela Durkalić, Aleksandra Fedajev
University of Belgrade, Technical faculty in Bor, Serbia
NOMINAL AND REAL CONVERGENCE IN EU COUNTRIES IN THE PERIOD 2004-2015

8. Budakov Alexey Sergeevich
Russian Presidential Academy of National Economy and Public Administration (RANEPA), Russia
THE ROLE OF PUBLIC-PRIVATE PARTNERSHIPS IN THE RENOVATION OF HOUSING AND INFRASTRUCTURE

9. Aleksandra Fedajev, Milica Arsić, Radmilo Nikolić
University of Belgrade, Technical faculty in Bor, Serbia
WHAT BOOST THE OCCURANCE OF THE SHADOW ECONOMY IN EUROPEAN ECONOMIES IN POST-CRISIS PERIOD: THE RESULTS OF STRUCTURAL MODEL

D i s k u s i j a / Discussion

Kafe pauza / Coffee Break

ROUND-TABLE: PRACTICAL APPROACHES TO NATURAL RESOURCE MANAGEMENT FOR SUSTAINABLE REGIONAL DEVELOPMENT

20.05.2017. 17⁰⁰-20⁰⁰
(Konferencijska sala B – Room B)
Predsedavajući/Chairman: Ž.Živković, I.Mihajlović,

Topics covered in this round-table:

- **Environmental management**
- **Green Economy**
- **Eco-tourism**
- **Eco-entrepreneurship**
- **Forest management**
- **Tourism and Hospitality management**
- **Material flow management**

STUDENTS SYMPOSIUM ON STRATEGIC MANAGEMENT

20.05.2017. 17⁰⁰-18³⁰
(Konferencijska sala C – Room C)
Predsedavajući/Chairman: Daria Melnik, Isidora Milošević, Ivica Nikolić

1. Spasić Nikola, Veličkowska Ivana
University of Belgrade, Technical Faculty in Bor, Engineering Management Department, Serbia
THE KEY FAILURE FACTORS OF SMALL AND MEDIUM-SIZED ENTERPRISES

2. Bojan Stojčetočić, Tanja Brjazović, Katarina Caranović, Stefan Matić, Milica Pejčić, Jelena Paunović
University of Belgrade, Technical Faculty in Bor, Engineering Management Department, Serbia
PROVIDING ENERGY STABILITY OF THE STRPCE MUNICIPALITY BY SELECTION AND IMPLEMENTATION OF THE BEST TECHNOLOGIES FOR THE UTILIZATION OF RENEWABLE ENERGY SOURCES

3. Aleksandra Đurić¹, Miroslava Jevtić²
¹University of Kragujevac, Faculty of Economics; University of Belgrade, Faculty of Economic, Serbia
COMPANY'S COMPETITIVE ADVANTAGE AND NATIONAL ECONOMIES

4. Aleksandar Đurić, Slađana B. Đurić
University of Kragujevac, Faculty of Law, Serbia
THE ADVANTAGES AND DISADVANTAGES OF PUBLIC-PRIVATE PARTNERSHIPS

5. Jelena Kovačević
University of Belgrade, Tehnical Faculty in Bor, Serbia
EFFECT OF TEACHERS KNOWLEDGE OF INFORMATION LITERACY ON EDUCATION

6. Marija Pajović, Maja Stanujkić, Dušan Bogdanović
University of Belgrade, Technical Faculty in Bor, Engineering Management Department, Serbia
THE IMPLEMENTATION OF THE ABC METHOD IN THE PROCESS OF SELECTING THE PRODUCTION PROGRAM

7. Marina Bogataj, Mima Cvetković, Emanuela Bogdanović, Ana Stanković, Maja Zlatojević
University of Belgrade, Technical Faculty in Bor, Engineering Management Department, Bor, Serbia
PROJECT RGOŠKA SPA AS A STRATEGY FOR THE DEVELOPMENT OF THE EASTERN SERBIA

8. Jelena Petrović, Nemanja Šerbanović, Igor Baltanović, Nenad Stefanović, Aleksandra Brčić
University of Belgrade, Technical Faculty in Bor, Engineering Management Department, Serbia
SELECTING A STRATEGY FOR INITIATING ECO INN THROUGH SWOT AND AHP METHODS

9. Marija Orlović i Katarina Radulović
University of Belgrade, Technical Faculty in Bor, Engineering Management Department, Serbia
ORGANIZING PRICE, VERTICAL DELEGATING AND HORIZONTAL DISPERSION PRICE MANAGEMENT

10. Milan Miljuš
University of Kragujevac, Faculty of Economics, Serbia
INTERDEPENDENCE BETWEEN LEADERSHIP STYLES AND ORGANIZATIONAL CONFLICT

11. Dušan Bogdanović, Sandra Blagojević, Natalija Tomić, Danijel Bogosavljević
University of Belgrade, Technical Faculty in Bor, Engineering Management Department, Bor, Serbia
THE IMPLEMENTATION OF THE HYBRID ABC – ANP MODEL IN THE MULTICRITERIA DECISION ANALYSIS THE BAKERY PRODUCTION PROGRAM

12. Marija Mihajlović
Student integrisanih studija GAF, Univerzitet u Nišu, Serbia
UPRAVLJANJE ELEKTRONSKIM OTPADOM I NJEGOV UTICAJ NA ŽIVOTNU SREDINU URBANIH NASELJA

MAY CONFERENCE ON STRATEGIC MANAGEMENT

20.05.2017. 19⁰⁰-20⁰⁰
(Konferencijska sala A – Room A)
Predsedavajući/Chairman: M. Homen, D. Riznić

1. Ivan Dakov, Mariyan Genchev
Faculty of Management, Technical University – Sofia, Bulgaria
APPLICABILITY OF ALGORITHMS FOR PRODUCTION PLANNING OF VIRTUAL CELLULAR MANUFACTURING SYSTEMS IN INDUSTRIAL ENTERPRISES IN CONDITIONS OF MASS CUSTOMISATION

2. Nenad Nikolić¹, Zhaklina Dhamo², Vasilika Kume²
¹University of Belgrade, Technical Faculty in Bor, Management Department, Serbia; ²University of Tirana, Albania
COMPARATIVE ANALYSIS OF THE FACTORS INFLUENCING SME FAILURE IN SERBIA AND ALBANIA

3. Sanela Arsić, Isidora Milošević
University of Belgrade, Technical Faculty in Bor, Serbia
INFLUENCE OF MOTIVATION ON EMPLOYEES IN ORGANIZATIONS

4. Ivan Dakov, Mariyan Genchev
Faculty of Management, Technical University – Sofia, Bulgaria
ADAPTATION AND DEVELOPMENT OF THE ALGORITHMS FOR PRODUCTION PLANNING OF VIRTUAL CELLULAR MANUFACTURING SYSTEMS IN INDUSTRIAL ENTERPRISES IN CONDITIONS OF MASS CUSTOMISATION

5. Fadia Moosa Rasheed Hatamleh, Dusko Tomic
American university in the Emirates, College for Security and strategic studies, United Arab Emirates
ECOLOGICAL SECURITY OF AUE AS A FACTOR OF FUTURE DEVELOPMENT

6. Miloš Nikolić¹, Ljiljana S. Mihajlović²
¹Univerzitet Džon Nezbit; ²Visoka škola primenjenih strukovnih studija u Vranju, Serbia
PROCESI U PREDUZETNIŠTVU – OD IDEJE DO POTPUNE KONTROLE NAD BIZNISOM

7. Anastas Dzurovski

Faculty of law – Kichevo, Macedonia

THE COMPLEXITY OF COMPANY'S VALUATION PROCESS THROUGH ITS BASIC VARIATIONS

8. Danijela Voza, Isidora Milošević, Ivica Nikolić

University of Belgrade, Technical faculty in Bor, Serbia

THE MODEL OF STRATEGIC PLANNING IN THE DEVELOPMENT OF ECOTOURISM: A CASE STUDY ECO-LODGE IN EASTERN SERBIA

Diskusija / Discussion

21⁰⁰ Svečana večera | *Banquet dinner*

MAY CONFERENCE ON STRATEGIC MANAGEMENT

21.05.2017. 9⁰⁰-10³⁰

(Konferencijska sala A – Room A)

Predsedavajući/Chairman: Kseniia V. Baimakova, Sibel Ahmedova

1. Kseniia V. Baimakova, Ludmila A. Trofimova

State University of Aerospace Instrumentation, Saint-Petersburg, Russia

COOPERATION BETWEEN RUSSIA AND HUNGARY CONTRARY TO THE SANCTIONS

2. Sibel Ahmedova

Technical University-Varna, Bulgaria

METHODOLOGY FOR EVALUATION AND ANALYSIS OF THE COMPETITIVENESS OF SMALL AND MEDIUM –SIZED ENTERPRISES

3. Solodovnikov Vitaly Vitalievich

National Research University Higher School of Economics, Faculty of Business and Management, Supply Chain Management Department, Moscow, Russia

STRATEGIC SUPPLY CHAIN PLANNING

4. Ana Todorovic

Uzice, Serbia

CUSTOMER SATISFACTION AS A PREDICTOR OF ESTABLISHING AN EFFICIENT AND EFFECTIVE CRM IN THE RETAIL SECTOR IN SERBIA

5. Nikola Vujanović

Belgrade business school – higher education institution for applied studies, Serbia

CONSUMER BEHAVIOR IN SPECIFIC TERMS OF SALE

6. Saša Spasojević, Dragana Simić Antonijević

Higher Agricultural School of Vocational Studies Šabac, Serbia

APPLICATION MODEL OF SIX SIGMA METHODOLOGY

7. Blaguna Shishkovska, Dragan Gruevski

University "St. Kliment Ohridski", Faculty of Information and Communication Technologies, Bitola, Macedonia

E - HRM CONCEPT AS A STRATEGIC ADVANTAGE OF THE COMPANIES

8. Graa Amel, Abdelhak Soumia

Faculty of economic and management, Djillali Liabes University, Algeria

EXPLORING THE INFLUENCE OF ONLINE SOCIAL NETWORKS ON PURCHASE INTENTION

Diskusija / Discussion

Kafe pauza / Coffee Break

MAY CONFERENCE ON STRATEGIC MANAGEMENT

21.05.2017. 9⁰⁰-10³⁰

(Sala B/ Room B)

Predsedavajući/Chairmen: Emilija Stevanovska, Evgeniya Yazovskikh

1. Jasna Teofilovska¹, Ljubica Teofilovska²

¹Faculty of Economics, State University of Tetovo; ²Ministry of Environment and Physical Planning, Macedonia

WITH NEW CLIMATE POLICIES AND ACTIONS TOWARDS A MORE SUSTAINABLE AND LOW - CARBON DEVELOPMENT IN REPUBLIC OF MACEDONIA

2. Emilija Stevanovska¹, Lence Petreska², Pavlina Stojanova²,

¹Business Academy Smilevski; ²Megunaroden Slavjanski Univerzitet "Gavrilo Romanovic Derzavin, Macedonia

INCREASING MARKET SHARE AND ACHIEVING COMPETITIVE ADVANTAGE THROUGH MERGING ON MACEDONIAN TELECOMMUNICATION MARKET – TELEKOM AUSTRIA GROUP AND TELEKOM SLOVENIA GROUP

3. Evgeniya Yazovskikh, Oksana Yatsenko

Ural federal University named after the first President of Russia B.N.Yeltsin, Russia

MARKETING MANAGEMENT AT A MODERN ENTERPRISE: PECULIARITIES OF THE PROCESS

4. Savo Ashtalkoski¹, Irena Ashtalkoska¹, Igor Slavkoski, MSc, Bardul Tushi³

FON-First Private University¹; MKM INSTITUTE - Institute for sustainable development and climate change management²; Ministry of Education and Science of the Republic of Macedonia³, Macedonia

THE IMPACT OF PROCESS OF MANAGING RESULTS ON THE PROFITABILITY OF ORGANIZATIONS

5. Ivan Vojteški

University of Belgrade, Faculty of Mining and Geology, Serbia

ENVIRONMENTAL COST MANAGEMENT IN RETAIL

6. Ivan Vojteški

University of Belgrade, Faculty of Mining and Geology, Serbia

THE ENERGY COSTS IN TRADE

7. Liza C. Pantekovska, Tanja Kitanovska – Stojkovska

FON University, Faculty for Sports Management – Skopje, R. Macedonia

QUALITY OF SPORT AND RECREATIONAL SERVICES IN TOURISM OF STRUGA REGION (R. MACEDONIA) - APPLICATION OF ADOPTED SERQUAL MODEL

8. R. Mwalu, C. Wekesa, N. Leley, G. Muturi, and M. Gathara

Kenya Forestry Research Institute, Coast Eco-Region Research Programme, Kenya

UNDERSTANDING MANGROVE ECOSYSTEM SOILS FOR EFFECTIVE MANAGEMENT: A CASE OF MANDA ISLAND, LAMU COUNTY, KENYA

Diskusija / Discussion

Kafe pauza / Coffee Break

MAY CONFERENCE ON STRATEGIC MANAGEMENT

21.05.2017. 11⁰⁰-13⁰⁰

(Sala A/ Room A)

Predsedavajući/Chairmen: Maria Rybalko, Jadranka Denkova

1. Maria Rybalko

Marketing Department, Faculty Of Economics, Lomonosov Moscow State University, Moscow, Russia

CHANGES IN CONSUMER BEHAVIOR IN THE RETAIL TRADE UNDER THE INFLUENCE OF MODERN TECHNOLOGY

2. Jadranka Denkova, Jovan Ananiev, Strasko Stojanovski

"University Goce Delcev" Stip, Macedonia

HUMAN RESOURCE MANAGEMENT CHALLENGE FOR EFFECTIVE LOCAL GOVERNMENT

3. Carlos Inchaurrealde Besga

State University of Aerospace Instrumentation Saint-Petersburg, Russia

KEYWORDS IN MARKETING: SOME LINGUISTIC CONSIDERATIONS

4. Ventsislava Ivanova

Blagoevgrad, Bulgaria

THE ROLE OF THE TRAVEL AGENCIES WITHIN THE POLICY OF BULGARIA

5. Tanja Kitanovska Stojkovska, Liza C. Pantekovska
*FON University, Faculty for Sports Management – Skopje, R.
Macedonia*

**ANALYSES FOR ESTABLISHING CONDITIONS FOR
MANAGING SPORT ACTIVITIES AT THE UNIVERSITIES –
REPUBLIC OF MACEDONIA CASE STUDY**

6. Karel Sellner, Petr Kocour

*The Faculty of Production Technologies and Management,
University of J. E. Purkyně in Ústí nad Labem, Czech Republic*

EVALUATION AND RISKS OF MACHINERY ENTERPRISES

7. Damir Ilić, Vladimir Tomašević, Tatjana Ilić-Kosanović

School of Engineering Management, Belgrade, Serbia

**REVITALIZATION OF UTVA - AVIO INDUSTRIJA D.O.O.
FACTORY**

8. Luminita Parv

Transilvania University of Brasov, Romania

COST MANAGEMENT USING ABC METHODOLOGY

Diskusija / Discussion

Zatvaranje skupa / Official closure

PUBLICATIONS:

All papers and reports presented at the Conference will be published in the Book of Proceedings of the May conference on Strategic Management.

Selected papers will be published in special issue of the journal Serbian Journal of Management, after additional revision (www.sjm06.com).

Selected papers from the conference will also be published in the scientific journal: Acta Oeconomica Universitatis Selye published by Faculty of Economics at J. Selye University in Komárno, Slovakia.

WELCOME!!!