



# XVIII International May Conference on Strategic Management IMCSM22



Organized by University of Belgrade, Technical Faculty in Bor

## PROGRAM

Saturday, 28 May 2022

### OFFICIAL OPENING OF THE IMCSM22 CONFERENCE

Zoom ([LINK](#))/

Breakout room

(Session 1)

*Welcome speech:*

- 09:00-11:45** - Prof. dr Aleksandra Fedajev, President of the IMCSM22 Organizing Committee  
- Prof. dr Milovan Vuković, Vice Dean for international cooperation and research,  
Technical Faculty in Bor, University of Belgrade, Serbia

### PLENARY SESSION

*Session chairman: Prof. dr Aleksandra Fedajev, Technical Faculty in Bor, University of Belgrade*

Paper title

Author(s)

PECULIARITIES OF INTERNATIONAL SCIENTIFIC COLLABORATION IN THE FIELD OF STRATEGIC MANAGEMENT	PhD Marek Szarucki, <i>Associate Professor</i> Cracow University of Economics, Cracow, Poland
REVIEW OF MACHINING TOOLS PROCESSES AND MOULDING MACHINES WITH DESIGN CONSIDERATIONS	Msc Jaideep Gupte, <i>Consultant</i> Goa Institute of Management, Poriem, Sattari, India
STRATEGIC APPROACH TO YOUTH EMPLOYMENT POLICY IN SERBIA: TRENDS, PERSPECTIVES AND CHALLENGES	PhD Vladimir Mihajlović, <i>Associate Professor</i> Faculty of Economics, University of Kragujevac, Serbia
A FUZZY HYBRID MCDM MODEL TO SOLVING THE TRANSPORTATION COMPANY SELECTION PROBLEM	PhD Alptekin Ulutaş, <i>Associate Professor</i> Sivas Cumhuriyet University, International Trade and Logistics Department, Turkey
SUCCESS OF INFORMATION SYSTEMS – A CASE STUDY OF ONLINE TEACHING	PhD Darko Stefanović, <i>Associate Professor</i> Teodora Lolić, Dušan Krstić Faculty of Technical Sciences, University of Novi Sad, Serbia
DEVELOPMENT OF MODELS FOR MEASURING AND MANAGING QUALITY IN SERVICE INDUSTRIES	Dr Predrag Đorđević, <i>Associate Professor</i> Technical Faculty in Bor, University of Belgrade, Serbia Predrag Mladenović, Kristina Božinović Gruner Serbia d.o.o., Serbia
DEVELOPMENT OF THE SIMPLE WISP METHOD AND ITS EXTENSIONS	Dr Dragiša Stanujkić, <i>Associate Professor</i> Technical Faculty in Bor, University of Belgrade, Serbia

**SESSION 1 – CONFERENCE PAPERS PRESENTATIONS**Zoom ([LINK](#))/**Invited lectures presentations****Breakout room (Session 1)****12:00-13:45***Session chairman: Prof. dr Marija Panić, Technical Faculty in Bor, University of Belgrade*

<b>Paper title</b>	<b>Author(s)</b>
<b>CORPORATE RISK MANAGEMENT: DEVELOPMENT AND APPLICATIONS</b>	<b>Agnes Kemendi</b> <i>Doctoral School of Safety and Security Science, Óbuda University, Hungary</i> <b>Pal Michelberger</b> <i>Donát Bánki Faculty of Mechanical and Safety Engineering, Óbuda University, Hungary</i> <b>Agata Mesjasz-Lech</b> <i>Faculty of Management, Czestochowa University of Technology, Poland</i>
<b>CASE STUDY OF HORIZONTAL COOPERATION IN LOGISTICS: THE POTENTIAL OF PRICE REDUCTION THROUGH TRANSPORT BUNDLING IN SPARE PARTS DELIVERY IN GERMAN FOOD INDUSTRY</b>	<b>Boris Zimmermann, Philipp Knauf</b> <i>University of Applied Sciences Fulda, Fulda, Germany</i>
<b>OPTIMIZATION OF PROCESS PARAMETERS IN PRODUCTION OF PVC PRODUCTS TO IMPROVE QUALITY BY THE TECHNOLOGICAL EXTRUSION PROCESS USING TAGUCHI METHOD</b>	<b>Aleksandar Krstić, Snežana Urošević, Đorđe Nikolić</b> <i>University of Belgrade, Technical Faculty in Bor, Serbia</i>
<b>THE PRACTICE OF STRATEGIC HUMAN RESOURCE MANAGEMENT IN SERBIA: THE RESULTS FROM CRANET 2021</b>	<b>Nemanja Berber</b> <i>The University of Novi Sad, Faculty of Economics in Subotica, Subotica, Republic of Serbia</i>
<b>DETERMINANTS OF ECONOMIC GROWTH AND THE ROLE OF CREATIVE INDUSTRIES</b>	<b>Olga Valieva</b> <i>Institute of Economics and Industrial Engineering SB RAS, Novosibirsk National Research State University, Novosibirsk, Russia</i>
<b>THEORETICAL ISSUES IN DEMATEL</b>	<b>Petra Grošelj, Tjaša Šmidovnik</b> <i>University of Ljubljana, Biotechnical Faculty, Ljubljana, Slovenia</i>
<b>AUTOMATION OF HAZARDOUS MANUFACTURING PROCESSES WITH THE HELP OF ROBOTS TO IMPROVE PRODUCTIVITY AND REDUCE WORKER'S BODILY RISKS: A LITERATURE REVIEW</b>	<b>Md Abdullah Al Mamun, Buics László</b> <i>Kautz Gyula Faculty of Economics, Szechenyi Istvan University, Győr, Hungary</i>

	<p><b>ORGANIZATIONAL CULTURE AND QUALITY IMPROVEMENT: THE SUPPLY CHAIN CASE</b></p>	<p><b>Vesna Spasojević Brkić</b>  <i>University of Belgrade, Faculty of Mechanical Engineering, Belgrade, Serbia</i></p> <p><b>Branislav Tomić</b>  <i>Bombardier Aerospace, Toronto and Sheridan College, Oakville, Canada</i></p>
	<p><b>LIFE CYCLE ASSESSMENT THROUGH THE IMPLEMENTATION OF THE ISO 14000 SERIES OF STANDARDS</b></p>	<p><b>Ana Stojković, Ivan Krstić</b>  <i>University of Niš, Faculty of Occupational Safety, Serbia</i></p> <p><b>Nenad Krstić, Dragan Đorđević,</b>  <i>University of Niš, Faculty of Sciences and Mathematics, Department of Chemistry, Serbia</i></p> <p><b>Nikola Igić</b>  <i>Kvalitet a.d. Niš, Serbia</i></p>
	<p><b>ANALYSIS OF LOGISTICS PERFORMANCE INDEX OF BALKANS COUNTRIES USING PCA-DEA-MARCOS MODEL</b></p>	<p><b>Željko Stević</b>  <i>University of East Sarajevo, Faculty of Transport and Traffic Engineering Dobož, Dobož, Bosnia and Herzegovina</i></p>
	<p><b>E-BUSINESS EFFECTIVENESS AND EFFICIENCY OF TECHNOLOGY</b></p>	<p><b>Rekha Prasad</b>  <i>Banaras Hindu University, India</i></p>

## SESSION 2 – CONFERENCE PAPERS PRESENTATIONS

Zoom ([LINK](#))/  
Breakout room (Session 2)

**12:00-13:45**

*Session chairman: Prof. dr Danijela Voza, Technical Faculty in Bor, University of Belgrade*

Paper title	Author(s)
<b>EXPLORING THE IMPACT OF ORGANIZATIONAL CULTURE ON WOMEN WORKFORCE PERCEPTION IN INTERNATIONAL HOTEL INDUSTRY</b>	<p style="text-align: center;"><b>Chutinin Putthiwani, Velga Vēvere,</b> <i>Faculty of Business Administration, Turība University, Latvia</i></p> <p style="text-align: center;"><b>Orhan Akova</b> <i>Faculty of Economics, Istanbul University, Turkey</i></p> <p style="text-align: center;"><b>Agota Giedrė Raišienė</b> <i>Faculty of Politics and Management, Mykolas Romeris University, Lithuania</i></p>
<b>JOB STRESS AND PSYCHOLOGICAL WELLBEING: AN EMPIRICAL STUDY</b>	<p style="text-align: center;"><b>Vidhya Vinayachandran</b> <i>Department of Commerce and Management, Amrita Vishwa Vidyapeetham, School of Arts and Sciences campus, Kochi, India</i></p> <p style="text-align: center;"><b>Sreedisha A. K.</b> <i>Department of Management and Commerce, Amrita Vishwa Vidyapeetham, School of Arts and Sciences campus, Mysuru, India</i></p>
<b>THE RELATIONSHIP BETWEEN SUPPLY CHAIN AGILITY AND JOB SATISFACTION AMONG EMPLOYEES OF KNOWLEDGE-BASED COMPANIES</b>	<p style="text-align: center;"><b>Maftoon Mahmoodi</b> <i>Turība University, Department of Commerce, Management Science, Riga, Latvia</i></p> <p style="text-align: center;"><b>Velga Vevere</b> <i>EKA University of Applied Sciences, Riga, Latvia</i></p>
<b>DIFFERENCES IN ATTITUDES TOWARDS STUDENT SATISFACTION WITH ONLINE TEACHING – EMPIRICAL RESEARCH IN SERBIA</b>	<p style="text-align: center;"><b>Viktorija Petrov,</b> <i>University of Novi Sad, Faculty of Economics, Serbia</i></p> <p style="text-align: center;"><b>Zoran Drašković, Đorđe Čelić, Zorica Uzelac</b> <i>University of Novi Sad, Faculty of Technical Sciences, Serbia</i></p>
<b>WORKING ACTIVITY COMPOSITION FOR K-12 TEACHERS IN LINK EDUCATIONAL ALLIANCE, EXPLORATORY RESEARCH REGARDING OBSERVED TEACHER'S WORKLOAD AND PROJECTED DISTRIBUTION</b>	<p style="text-align: center;"><b>Valentin Kuleto, Milena Ilić</b> <i>Information Technology School ITS- Belgrade; LINK Group Belgrade; Faculty of Contemporary Arts Belgrade, University Business Academy in Novi Sad; Belgrade, Serbia</i></p> <p style="text-align: center;"><b>Rocsana Bucea-Manea-Țoniș</b></p>

	<i>Faculty of Contemporary Arts Belgrade, University Business Academy in Novi Sad; Institute for Contemporary Education, Belgrade, Serbia</i> <b>Zorana Živanović, Dan Păun</b> <i>Bucharest University of Economic Studies, Romania</i>
<b>KAIZEN COSTING</b>	<b>Sara Dimitrijević</b> <i>University of Belgrade, Faculty of organizational sciences, Belgrade, Serbia</i>
<b>EFFECTS OF EMPLOYEE COMMITMENT ON ORGANIZATIONAL POSITIONING OF NIGERIAN BANKS</b>	<b>Salami Akeem Olanrewaju</b> <i>Osun State University, Department of Entrepreneurship, Osogbo, Nigeria</i> <b>Olufemi Amos Akinbola</b> <i>Federal University of Agriculture, Department of Business Administration, Abeokuta, Nigeria</i> <b>Kumolu-Johnson Babatunde Oladipupo</b> <i>Lagos State University, Faculty of Management Science, Lagos, Nigeria</i>
<b>SPONSORSHIP IN THE FUNCTION OF PUBLIC RELATIONS</b>	<b>Anđela Mikić</b> <i>Belgrade Business and Arts Academy of Applied Studies, Belgrade, Serbia</i>
<b>APPLICATION OF UAS IN COVID 19 PANDEMIC – A REVIEW</b>	<b>Damir Ilić, Tatjana Ilić-Kosanović</b> <i>School of Engineering Management, Serbia</i> <b>Isidora Milošević</b> <i>University of Belgrade, Technical Faculty in Bor, Serbia</i>
<b>ON-DEMAND TRANSPORTATION SERVICE: SYSTEM APPLICATION AND ESSENTIAL STAKEHOLDER IDENTIFICATION</b>	<b>Adhie Prayogo, Buics László</b> <i>Széchenyi István University, Győr, Hungary</i>
<b>PREDICTION AND CHOOSING OF STRATEGIES FOR IMPLEMENTATION BY APPLICATION OF BSC MODEL, DELFI AND TOPSIS METHOD</b>	<b>Darko Stanojević</b> <i>Leader Engineering Belgrade, Serbia</i> <b>Isidora Milošević, Đorđe Nikolić</b> <i>University of Belgrade, Technical Faculty in Bor, Serbia</i> <b>Ljubica Knežević</b> <i>AIGO Business System LLC, Serbia</i>
<b>DEVELOPMENT OF THE MODEL FOR STRATEGIC PLANNING WITHIN CAR DEALERSHIPS AND SERVICE CENTER</b>	<b>Darko Stanojević</b> <i>Leader Engineering Belgrade, Serbia</i> <b>Predrag Đorđević, Isidora Milošević, Đorđe Nikolić</b> <i>University of Belgrade, Technical Faculty in Bor, Serbia</i> <b>Ljubica Knežević</b> <i>AIGO Business System LLC, Serbia</i>

## **SESSION 3 – CONFERENCE PAPERS PRESENTATIONS**

Zoom ([LINK](#))/  
Breakout room (Session  
3)

12:00-13:45

Session chairman: **Prof. dr Nenad Milijić**, Technical Faculty in Bor, University of Belgrade

<b>Paper title</b>	<b>Author(s)</b>
<b>LACK OF COLLABORATION ON THE CEP MARKET AND THE REASONS BEHIND - A SYSTEMATIC LITERATURE REVIEW</b>	<b>Csilla Bartucz, Edit Süle</b> <i>Széchenyi István University, Velence, Hungary</i>
<b>INVESTIGATING MARKETING ACTIVITIES ROLE ON THE PURCHASE OF PRIVATE LABEL BRANDS: A SYSTEMATIC REVIEW OF TRENDS IN LITERATURE</b>	<b>Sbonelo Gift Ndlovu, Shalen Heeralal</b> <i>North-west University, Mahikeng, South Africa</i>
<b>PENETRATING THROUGH THE GIG ECONOMY – A DATA ANALYTIC RESEARCH</b>	<b>Shanmugan Joghee</b> <i>Skyline University College, UAE</i> <b>Anushka Lydia Issac</b> <i>Westford University College, Dubai, UAE</i> <b>Taramol K.G.</b> <i>Manipal Academy of Higher Education, Dubai, UAE</i> <b>Swamynathan Ramakrishnan</b> <i>Amity University, Dubai, UAE</i> <b>Sajal Kabiraj</b> <i>Hame University of Applied Sciences (HAMK), Finland</i>
<b>PANDEMIC CHALLENGES IN HUMAN RESOURCE MANAGEMENT FOR GENERATIONS Y AND Z</b>	<b>Noémi Piricz</b> <i>Óbuda University- Keleti Faculty of Business and Management, Budapest, Hungary</i>
<b>COMPARATIVE ANALYSIS OF BUSINESS PERFORMANCE OF TRADE COMPANIES, BY REGIONS IN THE REPUBLIC OF SERBIA</b>	<b>Adrijana Jevtić</b> <i>University of Belgrade, Technical faculty in Bor, Serbia</i> <b>Jelena Radojičić, Mirjana Jemović</b> <i>University of Niš, Faculty of Economics</i>
<b>EVALUATION OF THE SHADOW ECONOMY DETERMINANTS IN THE LITHUANIAN LABOUR MARKET</b>	<b>Justina Bankauskienė</b> <i>Mykolas Romeris University, Vilnius, Lithuania</i> <b>Rita Remeikienė</b> <i>Vilnius University, Law faculty, Lithuania</i>
<b>BRAND MARKET VALUE BUILDING STRATEGIES</b>	<b>Aleksandar Brzaković, Stefan Brzaković, Jelena Petrović</b>

	<i>Faculty of Applied Management, Economics and Finance in Belgrade – MEF, University Business Academy in Novi Sad, Belgrade, Serbia</i>
<b>BRAND MARKET VALUE MODELS</b>	<b>Aleksandar Brzaković, Stefan Brzaković, Jelena Petrović</b> <i>Faculty of Applied Management, Economics and Finance in Belgrade – MEF, University Business Academy in Novi Sad, Belgrade, Serbia</i>
<b>AN APPROACH TO THE MANAGEMENT OF MELIPONICULTURE IN THE CAÑÓN DEL USUMACINTA</b>	<b>Ángel José Martínez Salinas</b> <i>Universidad Nacional Autónoma de México, CDMX, Mexico</i>
<b>DOES THE PROFITABILITY HAVE AN INFLUENCE ON THE FINANCING DECISION?</b>	<b>Baciu Boanta Rodica, Brezeanu Petre, Adrian Simon</b> <i>The Bucharest University of Economic Studies, Tg-Mures, Romania</i>
<b>HOW TO DEAL WITH ECONOMIC AND BUSINESS UNCERTAINTY? EVIDENCE FROM THE UNITED STATES</b>	<b>Dejan Romih</b> <i>University of Maribor, Slovenia</i> <b>Miloš Mitrović</b> <i>Institute of Information Science, Slovenia</i>
<b>REGIONAL DEVELOPMENT PLANNING IN THE CASE OF FOREIGN AND INTERSTATE ECONOMIC SANCTIONS: THE INDUSTRIAL PROGRAMS REALIZATION AND CURRENT FOREIGN TRADE POSSIBILITIES IN THE BEGINNING OF 2022 (ON THE EXAMPLE OF THE REPUBLIC OF TATARSTAN)</b>	<b>Dmitry Vorontsov, Anatoly Shikhalev</b> <i>Kazan Federal University, Kazan, Russian Federation</i>

## Round table: ENTREPRENEURSHIP AND FAMILY BUSINESSES

Zoom ([LINK](#))/  
Breakout room  
(Round Table –  
Entrepreneurship)

14:00-15:45

*Session chairman: Prof. dr Milica Veličković, Technical Faculty in Bor, University of Belgrade*

- Official opening of the Round table and information on the INTERGEN (THE INTERGENERATIONAL FAMILY BUSINESSES AS A STRESS MANAGEMENT INSTRUMENT FOR ENTREPRENEURS) project

### Round table presentations and discussions

Lecture topic	Author
ANALYZING INTENTIONS TOWARD SUSTAINABLE ENTREPRENEURSHIP. DO VALUES MATTER?	<b>Ina Keçi, Ermira Qosja, Ani Mbrica</b> <i>Department of Management and Marketing, European University of Tirana, Albania</i>
THE RELATIONSHIP BETWEEN ENTREPRENEURSHIP, EDUCATION AND INDIVIDUAL ENTREPRENEURIAL ORIENTATION	<b>Ani Mbrica, Ina Keçi</b> <i>Department of Management and Marketing, European University of Tirana, Albania</i> <b>Biljana Panin</b> <i>Faculty of Environmental Protection EDUCONS University, Serbia</i>
POVERTY AND REGIONAL DISTRIBUTION OF THE SELF-EMPLOYED IN SERBIA	<b>Kosovka Ognjenović, Dejana Pavlović, Duško Bodroža</b> <i>Institute of Economic Sciences, Belgrade, Serbia</i>
TOURISM ENTREPRENEURSHIP AND COVID-19	<b>Caitlin Jade Benjami, Andrisha Beharry-Ramraj</b> <i>University of KwaZulu-Natal, Durban, South Africa</i>
THE ROLE OF YOUNG GENERATIONS IN ENSURING OF CHINESE FAMILY SMES COMPETITIVENESS	<b>Marina Sheresheva</b> <i>Lomonosov Moscow State University, Russia</i> <b>Daniel Pavlov, Ximeng Ye</b> <i>University of Ruse "Angel Kanchev", Bulgaria</i>
A COMPARATIVE STUDY ABOUT WILLINGNESS OF SERBIAN AND BULGARIAN STUDENTS TOWARDS INTERGENERATIONAL FAMILY BUSINESSES	<b>Milica Veličković</b> <i>University of Belgrade, Technical faculty in Bor, Serbia</i> <b>Daniel Pavlov</b> <i>University of Ruse "Angel Kanchev", Bulgaria</i>



<b>GENDER PECULIARITIES OF THE WILLINGNESS OF THE YOUTH TO HAVE A FAMILY BUSINESS</b>	<b>Svetlana Shvab, Julia Murzina</b> <i>University of Tyumen, Russia</i> <b>Daniel Pavlov</b> <i>University of Ruse "Angel Kanchev", Bulgaria</i>
<b>PSYCHOLOGICAL SUPPORT WITHIN THE FAMILY AS A FACTOR STIMULATING THE DEVELOPMENT OF FAMILY BUSINESS</b>	<b>Julia Murzina</b> <i>University of Tyumen, Russia</i> <b>Daniel Pavlov</b> <i>University of Ruse "Angel Kanchev", Bulgaria</i>
<b>CONTEMPORARY ENTREPRENEURSHIP IN THE NON-PROFIT SECTOR</b>	<b>Vojkan Bižić</b> <i>Business School of Vocational Studies "Prof. dr Radomir Bojković", Kruševac, Serbia</i>
<b>THE ROLE OF ETHICS IN SME DECISION-MAKING</b>	<b>Gábor Gyarmati</b> <i>Óbuda University, Faculty of Business and Management, Budapest, Hungary</i>

**Round table: POSSIBILITIES AND BARRIERS FOR INDUSTRY 4.0 IMPLEMENTATION IN SMES IN V4 COUNTRIES AND SERBIA**

**Zoom ([LINK](#))/  
Breakout room  
(Round Table –  
Industry 4.0)**

**14:00-15:45**

*Session chairman: Prof. dr Isidora Milošević, Technical Faculty in Bor, University of Belgrade*

- Official opening of the Round table and information on the modern technologies based on Industry 4.0

**Round table presentations and discussions**

**Lecture topic**

**Author**

**DIGITAL TRANSFORMATION OF BUSINESS MODELS: THEORETICAL PREREQUISITES AND PRACTICAL IMPLEMENTATION IN THE ROSTOV REGION**

**Anastasia Nikitaeva, Tatiana Laskova,  
Ekaterina Aydarkina**  
*Faculty of Economics, Southern Federal University,  
Rostov-on-Don, Russia*  
**Liudmila Amiri**  
*Institute of Philology, Journalism and Intercultural  
Communications, Southern Federal University, Rostov-  
on-Don, Russia*

<p><b>LINKING INNOVATIVE LEADERSHIP AND INDUSTRY 4.0 FOR ENTREPRENEURSHIP: A CROSS-SECTIONAL STUDY AMONGST THE SMES IN THE UAE</b></p>	<p><b>Hima Parameswaran City</b> <i>University College of Ajman, Ajman, United Arab Emirates</i></p>
<p><b>THE EFFECT OF INDUSTRY 4.0 ON INTERNATIONALIZATION: CASE OF ALBANIAN FASHION INDUSTRY</b></p>	<p><b>Denada Lica</b> <i>Department of Management, Faculty of Business, University "Aleksander Moisiu" Durres, Albania</i></p>
<p><b>THE ROLE AND IMPORTANCE OF DIGITAL MARKETING IN BUSINESS DIGITALIZATION</b></p>	<p><b>Adrijana Jevtić, Dejan Riznić</b> <i>University of Belgrade, Technical faculty in Bor, Serbia</i> <b>Goran Milovanović</b> <i>University of Niš, Faculty of Economics, Serbia</i></p>
<p><b>SOME SPECIAL RESULTS OF ICT REVOLUTION</b></p>	<p><b>András Keszthelyi</b> <i>Óbuda University, Keleti Károly Faculty of Business and Management, Budapest, Hungary</i></p>
<p><b>THE SIGNIFICANCE AND THE ROLE OF BUSINESS PROCESS MANAGEMENT IN DIGITAL BUSINESS TRANSFORMATION</b></p>	<p><b>Danijel Horvat</b> <i>University of Novi Sad, Faculty of Economics in Subotica, Serbia</i></p>
<p><b>DEVELOPMENT OF SOFTWARE FOR DATA COLLECTION AND SECURITY SYSTEM</b></p>	<p><b>Dore Moriken, Anna Bilyatdinova</b> <i>University ITMO, Saint Petersburg, Russian Federation</i></p>
<p><b>THE INFLUENCE OF INFORMATION TECHNOLOGIES ON MARKETING AND MARKET APPEARANCE OF MODERN ORGANIZATIONS</b></p>	<p><b>Dragana Đokić, Vladimir Đokić, Petronije Jevtić,</b> <i>Univerzitet Union-Nikola Tesla, Belgrade, Serbia</i> <b>Ljiljana Stošić Mihailović</b> <i>Academy of Technical and Educational Vocational Studies in Niš, Department in Vranje, Serbia</i> <b>Jevtić Miroslava</b> <i>Eurobank Direktna a.d., Beograd</i></p>
<p><b>INDUSTRY 5.0 AND RISKS IN THE WORLD OF THE FUTURE</b></p>	<p><b>Slobodan Radosavljević</b> <i>RB "Kolubara" d.o.o., Lazarevac, Serbia</i> <b>Nikola Ilić</b> <i>The World Bank, Belgrade, Serbia</i> <b>Milan Radosavljević, Ivana Radosavljević</b> <i>GO Lazarevac, Lazarevac, Serbia</i></p>
<p><b>E-GOVERNMENT AND INTELLIGENT SOLUTIONS IN THE CONDITIONS OF SLOVAK SELF-GOVERNMENTS</b></p>	<p><b>Lenka Labudová, Denisa Jánošová</b> <i>University of Ss. Cyril and Methodius in Trnava, Faculty of Mass Media Communication, Trnava, Slovak Republic</i></p>

## SESSION 1 – CONFERENCE PAPERS PRESENTATIONS

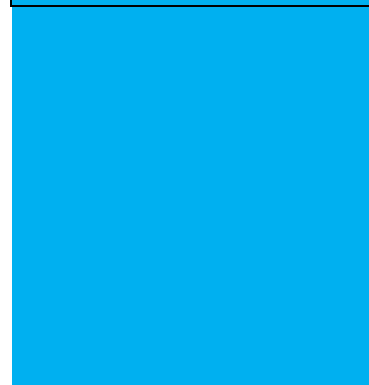
Zoom ([LINK](#))/  
Breakout room (Session 1)

**15:00-16:45**

*Session chairman: Dr Ivica Nikolić, Technical Faculty in Bor, University of Belgrade*

Paper title	Author(s)
SHOPPING EXPERIENCE - IMPUTING EMOTIONS TO DESCRIPTIONS OF THE FOOD	<b>Azeta Tartaraj, Ariola Harizi</b> <i>University "Aleksander Moisiu", Durres, Albania</i> <b>Howard R. Moskowitz</b> <i>Mind Genomics Associates, White Plains, NY, USA</i>
MULTI-CRITERIA ANALYSIS OF CHARACTERISTICS OF REMOTE EMPLOYEE MONITORING SYSTEMS	<b>Dušan Bogdanović, Srđan Sladojević, Marko Arsenović, Andraš Anderla</b> <i>University of Novi Sad, Faculty of Technical Sciences, Department of Industrial Engineering and Management, Novi Sad, Serbia</i>
RESEARCH OF SOCIAL MEDIA AS MEANS OF COMMUNICATION FOR INDUSTRIAL BRANDS	<b>Gulnaz Khaibrakhmanova</b> <i>Russian Academy of National Economy and Public Administration, Moscow, Russia</i> <b>Natalya Safronova</b> <i>Moscow State University of Civil Engineering, Moscow, Russia</i>
CULINARY TOURISM INFLUENCE IN DEVELOPMENT OF TOURISM AREAS	<b>Drita Kruja, Irina Canco</b> <i>European University of Tirana, Tirana, Albania</i>
HYBRID CRITIC-TOPSIS MODEL FOR PRIORITIZING DIGITALLY DEVELOPED COUNTRIES IN THE LIGHT OF ENERGY INDICATORS	<b>Ivana Petkovski</b> <i>Mathematical Institute SANU, Belgrade, Serbia</i> <b>Ivan Mihajlović, Aleksandra Fedajev</b> <i>University of Belgrade, Technical Faculty in Bor, Serbia</i>
CORPORATE SOCIAL RESPONSIBILITY AS A DETERMINANT OF THE PURCHASE OF LOCAL AND GLOBAL BRANDS	<b>Jovana Filipović</b> <i>Faculty of Economics, University of Kragujevac, Kragujevac, Serbia</i>
THE EFFICIENCY OF SOCIAL MEDIA MARKETING: PRISMA COMPLIANT LITERATURE REVIEW OF DEA APPLICATIONS	<b>Katerina Fotova Čiković</b> <i>University North, Croatia</i>
FUTURE DIRECTIONS OF PUBLIC TRANSPORTATION SERVICES BASED ON PASSENGER DEMAND PATTERNS: A QUALITY FUNCTION DEPLOYMENT APPROACH	<b>László Buics, Edit Süle</b> <i>Széchenyi István University, Győr, Hungary</i>
CRYPTOCURRENCIES AND BLOKCHAN TECHNOLOGIES IN INTERNATIONAL BUSINESS AND FINANCIAL MARKETS	<b>Ljiljana Stošić Mihajlović</b> <i>Academy of Technical and Educational Vocational Studies in Niš, Department in Vranje, Serbia</i>

		<b>Marija Mihajlović</b> <i>Ministarstvo građevinarstva, saobraćaja i infrastrukture, Beograd</i>
	<b>THE ROLE OF THE DATA-DRIVEN DECISION SUPPORT SYSTEM</b>	<b>Marija Krstić, Lazar Krstić</b> <i>Academy of Vocational Studies Southern Serbia, Department of Higher Business School Leskovac, Republic of Serbia</i>
	<b>THE CONCEPT OF LEAN PRODUCTION: NEW POINT OF VIEW ON COMPETITIVENESS OF BUSINESS</b>	<b>Monika Irina Somina, Maxim Kondakov</b> <i>Belgorod State Technological University named after V.G. Shukhov, Russia</i> <b>Victor Kondakov</b> <i>Belgorod State University, Russia</i>
	<b>INNOVATION INPUTS AND OUTPUTS IN WESTERN BALKAN COUNTRIES AS A DRIVER OF THEIR ECONOMIC DEVELOPMENT</b>	<b>Aleksandra Fedajev, Marija Panić, Živan Živković</b> <i>University of Belgrade, Technical Faculty in Bor, Serbia</i>
<b>17:00</b>	<b>Official closing of the IMCSM22 conference</b>	<b>Zoom (<a href="#">LINK</a>)/Breakout room (Session 1)</b>



## SESSION 2 – CONFERENCE PAPERS PRESENTATIONS

Zoom ([LINK](#))/  
Breakout room (Session 2)

**15:00-16:45**

*Session chairman: Dr Anđelka Stojanović, Technical Faculty in Bor, University of Belgrade*

Paper title	Author(s)
<b>EVOLUTIONARY PATH OF INCREMENTALISM AND ITS MODERN APPLICATION</b>	<b>Artem Darenin</b> <i>Southern Federal University, Russian Federation</i>
<b>THE IMPACT OF RESTRUCTURING COMPANIES IN SERBIA TO PRODUCTIVITY GROWTH</b>	<b>Marina Jovović, Kristina Cvetković, Danijela Maksimović, Dobrica Radovanović</b> <i>Academy of Vocational Studies South Srbija, Department of Senior Business School Blace, Serbia</i>
<b>BIG DATA IN STRATEGIC MANAGEMENT OF REGIONAL DEVELOPMENT</b>	<b>Olga Chernova</b> <i>Southern Federal University, Rostov-on-Don, Russia</i> <b>Inna Mitrofanova</b> <i>Federal Research Centre the Southern Scientific Centre of the Russian Academy of Sciences (SSC RAS), Rostov- on-Don, Russia; Volgograd State University, Volgograd, Russia</i> <b>Marina Pleshakova</b> <i>Moscow City University, Moscow, Russia</i> <b>Elena Kleitman</b> <i>Volgograd Institute of Management, Russian Presidential Academy of National Economy and Public Administration, Volgograd, Russia</i>
<b>ERASMUS + PROJECTS IN SERBIAN EDUCATIONAL INSTITUTIONS: LINK EDUCATIONAL ALLIANCE CASE STUDY</b>	<b>Valentin Kuleto, Milena Ilić</b> <i>Information Technology School ITS- Belgrade; LINK Group Belgrade; Faculty of Contemporary Arts Belgrade, University Business Academy in Novi Sad, Belgrade, Serbia</i> <b>Nina Stojanović</b> <i>Faculty of Contemporary Arts Belgrade, University Business Academy in Novi Sad; Institute for Contemporary Education, Belgrade, Serbia</i> <b>Dinu Daniel Gabriel, Larisa Minhoreanu</b> <i>Bucharest University of Economic Studies, Romania</i>
<b>TRANSFORMATIONAL AND TRANSACTIONAL LEADERSHIP STYLE – EVIDENCE FROM PUBLIC SECTOR IN BULGARIA</b>	<b>Miglena Tsaneva Pencheva</b> <i>Angel Kanchev" University of Ruse, Bulgaria</i>

<p align="center"><b>STRATEGIC ASSET AND LIABILITY MANAGEMENT AND FINANCIAL STABILITY OF BANKS IN NIGERIA: A STATISTICAL COST ACCOUNTING APPROACH</b></p>	<p align="center"><b>Oluwatosin Juliana Oyetayo</b> <i>Department of Banking and Finance, Federal University of Agriculture, Abeokuta</i></p> <p align="center"><b>Olaniyi Mathew Olayiwola</b> <i>Department of Statistics, Federal University of Agriculture, Abeokuta</i></p> <p align="center"><b>Taokeek Oshindero Agbatogun</b> <i>Department of Accounting, Federal University of Agriculture, Abeokuta</i></p> <p align="center"><b>Oluwatoyin Akinjobi</b> <i>Department of Banking and Finance, Ogun State University, Ago Iwoye, Nigeria</i></p>
<p align="center"><b>STRATEGIC AND INSTITUTIONAL FRAMEWORK FOR YOUTH EMPLOYMENT IN THE REPUBLIC OF SERBIA</b></p>	<p align="center"><b>Miloš Nikolić, Miloš Trajković</b> <i>Faculty of Business Economics and Entrepreneurship, Belgrade, Serbia</i></p>
<p align="center"><b>THE IMPORTANCE OF HUMAN RESOURCES IN PUBLIC INSTITUTIONS, STRATEGIC CHANGES IN THE PUBLIC SECTOR</b></p>	<p align="center"><b>Miloš Nikolić, Miloš Trajković</b> <i>Agency for Educational Education "TEA VIP" 2022, Vranje, Serbia</i></p>
<p align="center"><b>ANALYSIS OF THE IMPACT OF EMPLOYEES DEMOGRAPHIC CHARACTERISTICS ON THE KNOWLEDGE MANAGEMENT ON INVESTMENT PROJECTS</b></p>	<p align="center"><b>Nenad Milijić, Ivan Jovanović, Aleksandra Radić</b> <i>University of Belgrade, Technical Faculty in Bor, Serbia</i></p>
<p align="center"><b>ENVIRONMENTAL ACCOUNTING: SOME BULGARIAN ASPECTS</b></p>	<p align="center"><b>Petya Petrova</b> <i>St. Cyril and St. Methodius University of Veliko Tarnovo, Bulgaria</i></p>
<p align="center"><b>ASSESSMENT OF DIFFERENCES IN SUSTAINABLE COMPETITIVENESS ACROSS EUROPEAN ECONOMIES</b></p>	<p align="center"><b>Aleksandra Fedajev, Danijela Voza, Milica Veličković, Marija Panić</b> <i>University of Belgrade, Technical Faculty in Bor, Serbia</i></p>
<p align="center"><b>WoT STANDARDIZATION: NEEDS, CONCEPTS, POTENTIALS, AND WORKING SOLUTIONS</b></p>	<p align="center"><b>Ramona Markoska</b> <i>Faculty of ICT, University of St. Kliment Ohridski, Bitola, North Macedonia</i></p>

**17:00**

**Official closing of the IMCSM22 conference**

Zoom ([LINK](#))/Breakout room (Session 1)

## SESSION 3 – CONFERENCE PAPERS PRESENTATIONS

Zoom ([LINK](#))/  
Breakout room (Session 3)

**15:00-16:45**

*Session chairman: MSc Adrijana Jevtić, University of Belgrade, Technical Faculty in Bor*

Paper title	Author(s)
SUSTAINABLE LOGISTICS: ANALYSING THE TRUCK MARKET IN REGARD TO THE POTENTIAL OF BUYING BATTERY-ELECTRIC TRUCKS	<b>Boris Zimmermann, Philipp Knauf</b> <i>University of Applied Sciences Fulda, Fulda, Germany</i>
CAUSES AND CONSEQUENCES OF ORGANIZATIONAL CONFLICTS	<b>Sandra Rakić, Dragana Đokić, Vladimir Đokić, Jevtić Petronije</b> <i>University Union-Nikola Tesla, Belgrade, Serbia;</i> <b>Ljiljana Stošić Mihailović</b> <i>Academy of Technical and Educational Vocational Studies in Niš, Department in Vranje, Serbia</i>
THE MAJOR MENTAL PRESSURES FACED BY DIFFERENT GROUPS OF FRONTLINE PROFESSIONALS UNDER THE CONDITIONS OF THE COVID-19 PANDEMIC: SYSTEMATIC LITERATURE REVIEW	<b>Rita Remeikiene</b> <i>Vilnius University, Law faculty, Lithuania</i>
POSITIONING OF THE REPUBLIC OF SERBIA ACCORDING TO THE INDEX OF DIGITAL ECONOMY AND SOCIETY IN SOUTH-EAST EUROPE	<b>Sanela Arsić, Anđelka Stojanović, Isidora Milošević, Milena Gajić</b> <i>University of Belgrade, Technical Faculty in Bor, Serbia</i>
ORGANIZATIONAL AGILITY AND PERFORMANCE IN A CRISIS: THE CASE OF BULGARIAN CLOTHING AND TEXTILE COMPANIES	<b>Vesselina Maximova</b> <i>University of Economics, Varna, Bulgaria</i>
ADHOCRACY – CHALLENGES AND LIMITATIONS IN DESIGNING AN ADAPTABLE ORGANISATION	<b>Vesselina Maximova</b> <i>University of Economics, Varna, Bulgaria</i>
THE RELATIONSHIP BETWEEN LOGISTICS AND ORGANIZATIONAL PERFORMANCE IN A SUPPLY CHAIN CONTEXT	<b>Slobodan Aćimović, Veljko Mijušković, Dušan Marković</b> <i>Faculty of Economics, University of Belgrade, Belgrade, Serbia</i> <b>Ana Todorović Spasenić</b> <i>Prvi partizan a.d., Užice, Serbia</i>
COMPETITIVE, SUSTAINABLE, SECURE AND BALANCED DEVELOPMENT OF A REGION: A NEW BEGINNING IN THE POST-COVID WORLD	<b>Inna Mitrofanova</b> <i>Federal Research Centre the Southern Scientific Centre of the Russian Academy of Sciences (SSC RAS), Rostov-on-Don, Russia; Volgograd State University, Volgograd, Russia</i> <b>Natalia Kiseleva</b> <i>North-Caucasian Institute, Branch of RANEPa, Pyatigorsk, Russia</i> <b>Tatiana Ivanova</b>

		<p><i>Volgograd Institute of Management, Branch of RANEPA, Volgograd, Russia</i>  <b>Victoria Batmanova</b>  <i>Volgograd State University, Volgograd, Russia</i></p>
	<p><b>COAL AS A SUSTAINABLE RESOURCE OF SERBIA AND RISK POTENTIALS OF WORLD ENERGY NEEDS FOR ENERGIES</b></p>	<p><b>Slobodan Radosavljević</b>  <i>RB "Kolubara" d.o.o., Lazarevac, Serbia</i>  <b>Nikola Ilić</b>  <i>The World Bank, Belgrade, Serbia</i>  <b>Milan Radosavljević, Ivana Radosavljević</b>  <i>GO Lazarevac, Lazarevac, Serbia</i></p>
	<p><b>RISK ASSESSMENT OF BACKHOE LOADER DOWNTIMES</b></p>	<p><b>Mirjana Misita, Vesna Spasojević Brkić, Zorica Veljković, Martina Perišić, Neda Papić, Abdulghder Mohamed Al Sharif</b>  <i>University of Belgrade, Faculty of Mechanical Engineering, Belgrade, Serbia</i>  <b>Aleksandar Brkić,</b>  <i>Innovation center, Faculty of Mechanical Engineering, Belgrade, Serbia</i></p>
	<p><b>STRATEGIC APPROACH TO TALENT MANAGEMENT: THROUGH CONTEXTS OF TIME AND ENVIRONMENT</b></p>	<p><b>Svetlana Vukotić, Darjan Karabašević, Vuk Mirčetić</b>  <i>Faculty of Applied Management, Economics and Finance in Belgrade – MEF, University Business Academy in Novi Sad, Belgrade, Serbia</i></p>
	<p><b>TECHNICAL MODERNITY, ECOLOGICAL DIMENSION AND CYBER SELF-REGULATION</b></p>	<p><b>Miloš Todosijević, Snežana Todosijević Lazović</b>  <i>Faculty of Economics in Kosovska Mitrovica, Serbia</i>  <b>Zoran Katanić</b>  <i>Academy of Vocational Studies of Kosovo and Metohija, Leposavić, Serbia</i>  <b>Ljiljana Kontić</b>  <i>University of MB, Faculty of Business Law, Serbia</i>  <b>Radmilo Todosijević</b>  <i>Faculty of Economics in Subotica, Serbia</i></p>
<b>17:00</b>	<b>Official closing of the IMCSM22 conference</b>	
	<b>Zoom (<a href="#">LINK</a>)/Breakout room (Session 1)</b>	