

UNIVERSITY OF BELGRADE, SERBIA

TECHNICAL FACULTY IN BOR



***XI International
May conference on
strategic management
IMKSM 2015***

and

***XI Students Symposium on
strategic management***

PROGRAM

***Hotel «ALBO»
Bor
29. – 31. 05. 2015***

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
sections (oral and poster). The presentation of papers is limited to
10 - 15 minutes.

For the oral presentation the authors will be provided with a
laptop with the Windows XP Professional operating system, Office
2007, as well as a LCD projector. For the poster presentation an
adequate space in the hall will be provided.

PARTICIPATION FEES

The registration fee for the conference participants is 100€ 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, 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 students come. PhD
students should 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:
imihajlovic@tf.bor.ac.rs

Registration fee can be paid with the registration (the same
amount).

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

ACCOMMODATION PRICES IN THE HOTEL «ALBO»

Single room (1/1): 3350 RSD, approximately 28 EUR
Double room/per person (1/2): 2550 RSD, approximately 22 EUR

**Room reservations should be made before 15th of May
2015!**

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
2/2, 3/3, 2/APP
+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

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
<http://www.prognozavremenska.com/srbija/bor.html>

TIME AND VENUE

The conference will be held from 29 - 31 May 2015 at the Hotel
ALBO, in the city of Bor.
The Conference Office will be opened by the following schedule:

May 29, 2015 from 17⁰⁰ to 20⁰⁰
May 30, 2015 from 8⁰⁰ to 20⁰⁰
May 31, 2015 from 8⁰⁰ to 12⁰⁰

INFORMATIONS

President of the conference Organizational Board Ivan Mihajlović

imihajlovic@tf.bor.ac.rs and imihajlovic@emd.edu.rs

Mobile tel. number: +381 64 227 36 21

OPŠTI PROGRAM /GENERAL PROGRAM

Petak 29.05.2015. (Friday 29.05.2015)

Dolazak gostiju – Arrival of participants

17⁰⁰-20⁰⁰Registracija učesnika (Registration)

Subota 30.05.2015. (Saturday 30.05.2015)

08⁰⁰-09⁰⁰Prijem i registracija učesnika (Registration)

09⁰⁰-09³⁰Otvoranje konferencije (Official opening)

09³⁰-10³⁰Plenarna predavanja – Plenary lectures

(Sala A – Room A)

10³⁰-11⁰⁰Kafe pauza (Coffee break)

11⁰⁰-13³⁰Rad po sekcijama - Conference sessions

(Sala A – Room A)

13³⁰-15⁰⁰Ručak (Lunch)

15⁰⁰-16³⁰ Rad po sekcijama - Conference sessions

Sala A i B – Room A and B)

16³⁰-17⁰⁰Kafe pauza (Coffee break)

17⁰⁰-18³⁰Rad po sekcijama - Conference sessions

Sala A i B – Room A and B)

18³⁰-19⁰⁰Kafe pauza (Coffee break)

19⁰⁰-20⁰⁰Rad po sekcijama - Conference sessions

(Sala A i B – Room A)

21⁰⁰ Svečana večera (Banquet dinner)

Nedelja 31.05.2015. (Sunday 31.05.2015)

09⁰⁰ - 11⁰⁰Studentski simpozijum o strategijskom menadžmentu –

Students symposium on strategic management

(Sala A – Room A)

13³⁰ Zatvaranje skupa (Official closure)

12⁰⁰ – 13³⁰ Round Table –Possibilities for cooperation in research and development projects (Horizon 2020, Erasmus, and other initiatives)

MAY CONFERENCE ON STRATEGIC MANAGEMENT

30.05.2015. 09⁰⁰-11³⁰

(Konferencijska sala A – Room A)

Predsedavajući/ Chairman: Ž.Živković, I.Mihajlović

09⁰⁰-09³⁰: Otvoranje Konferencije– Official opening

(Sala A – Room A)

Pozdravni govor/ Opening note:

1. **Ivan Mihajlović**, *predsednik Organizacionog odbora konferencije*

2. Pozdravi gostiju/Greetings from guests

09³⁰-10³⁰ Plenarna predavanja – Plenary lectures

(Sala A – Room A)

1. **Jyrki Kangas**

University of Eastern Finland, Finland

INCORPORATING MCDS METHODS INTO SWOT – BASIC IDEA, EXAMPLES, AND EXPERIENCES

2. **José David Vicente-Lorente, José Ángel Zúñiga-Vicente**

Faculty of Business & Economics, Universidad de Salamanca, Spain

EXPLORING THE LINK BETWEEN R&D INTENSITY AND EMPLOYEE DOWNSIZING: A U-SHAPED RELATIONSHIP

3. **Predrag S. Stanimirović¹, Nebojša V. Stojković²**

¹*University of Niš, Faculty of Sciences and Mathematics;* ²*Faculty of Economics, Niš, Serbia*

INITIALIZATION OF THE SIMPLEX ALGORITHM

Kafe pauza/ Coffee Break

MAY CONFERENCE ON STRATEGIC MANAGEMENT

30.05.2015. 11³⁰-13³⁰

(Konferencijska sala A – Room A)

Predsedavajući/ Chairman: /I.Mihajlović, Y. Ayse B. Nordal

1. **Y. Ayse B. Nordal, Metu-Turkey Licentiat Nhh**

Municipal Undertaking for Educational Buildings and Property in Oslo, Norway

RISK MANAGEMENT PRACTICES, DECISION MAKING AND CORPORATE GOVERNANCE

2. **Angélica Pimenta Fernandes**

Universidade Federal de São João de Rei, Brazil

ANALYTIC METHOD TO DESIGN AND CALCULATE THE CONVENTIONAL DRUMS

3. **Mariana Kuzmanova**

University of National and World Economy, Department of Management. Bulgaria

PRESENT ISSUES RELATED TO STRATEGIC CRISIS DECISIONS

4. **Dejan Mircetic, Nikola Ziramov, Svetlana Nikolicic, Marinko Maslaric**

Fakultet tehničkih nauka, Serbia

EVALUATION OF DIFFERENT DEMAND FORECASTING MODELS IN BEVERAGE SUPPLY CHAIN

5. **Syed Bakhtyar Ali Shah, Shahzad Khan**

University of Science and Information Technology Pakistan, Pakistan

ROLE OF PRODUCT CHARACTERISTICS AND ANIMATED SPOKESPERSON CHARACTERISTICS ON CHILDREN BUYING BEHAVIOR

6. **Mahima Thakur, Anjali Bansal, Peter Stokes**

Faculty of Management Studies, University of Delhi, India

THE ROLE OF THRIVING AND TRAINING IN MERGER SUCCESS: AN INTEGRATIVE LEARNING PERSPECTIVE

Discussion / Discussion

7. ¹**Natalia L. Minayeva, ¹Nina A. Pecherskaya, ²Farida U. Chankhieva**

¹*Faculty of Real Estate Management, Department of Management and Marketing;* ²*Russian state university for humanities, Department of Management and Marketing, Russia*

ASSESSMENT CENTER AS A METHOD OF ASSESSING LEADERSHIP POTENTIAL LEADER

8. **Natalia B. Safronova¹, Alexey R. Urubkov², Ludmila V.Tkachenko³**

¹*Russian Presidential Academy of National Economy and Public Administration (RANEPA), Chair of management and marketing;*

²*RANEPA, Chair of business process management in the sphere of production and service; Russia³, Russia*

MEASUREMENT OF CUSTOMER SATISFACTION IN THE DEVELOPMENT OF THE STRATEGY IN THE MARKET OF RESIDENTIAL AND MUNICIPAL SERVICES

9. Duška Pešić¹, Aleksandar Pešić², Slavko Ivković²

¹ Information Technology School, ComTrade Technology Centre, Belgrade, Serbia; ² Faculty of Business and Industrial Management, Union University, Belgrade, Serbia

QUANTIFYING STRATEGIC PERFORMANCE INDICATORS OF R&D FUNCTION IN AN INDUSTRIAL ORGANIZATION

10. Jelena Simić, Jelena Rakić Davidović

Fakultet za menadžment, Sremski Karlovci, Serbia

STRATEGIES OF WORK MOTIVATION AS A FACTOR OF HUMAN RESOURCES

11. Solaja Mayowa Oludele¹, Faremi Elijah Idowu², Adesina Ekundayo James²

¹ Olabisi Onabanjo University, Department of Sociology; ² Olabisi Onabanjo University, Dept. Business Administration, Ogun State, Nigeria

EXPLORING THE RELATIONSHIP BETWEEN LEADERSHIP COMMUNICATION STYLE, PERSONALITY TRAIT AND ORGANIZATIONAL PRODUCTIVITY

12. Dusko Tomic¹, Srdjan Tomic¹, Ljubica Tomic²

¹ Fakultet za inženjerski menadžment, Alfa univerzitet, Serbia;

² London School of Commerce, Metropolitan Cardiff University, United Kingdom

STRATEGIC CONCEPT OF HUMAN RESOURCES MANAGEMENT BY INTELLIGENCE SERVICE MEMBER

Discussion / Discussion

13. Željko Stević

Univerzitet u Istočnom Sarajevu, Saobraćajni fakultet Doboj; Bosnia and Herzegovina

SIGNIFICANCE LOGISTICS CENTERS, THEIR ROLE AND TASK WITH REVIEW SITUATION IN THE REPUBLIC OF SRPSKA

14. Željko Stević

Univerzitet u Istočnom Sarajevu, Saobraćajni fakultet Doboj, Bosnia and Herzegovina

CALCULATION OF THE BASIC PARAMETERS OF QUEUING SYSTEMS USING WINQSB SOFTWARE

15. Solaja Mayowa Oludele¹, Faremi Elijah Idowu², Adesina Ekundayo James²

¹ Olabisi Onabanjo University, Department of Sociology; ² Olabisi Onabanjo University, Dept. Business Administration, Ogun State, Nigeria

CUSTOMERS PERCEPTION ON THE USE OF SMS AS A STRATEGIC MANAGEMENT TOOL IN NIGERIAN BANKING INDUSTRIES

16. Gena Velkovska

Trakia University - Stara Zagora, Bulgaria

CONCESSIONS IN BULGARIA AS A MANIFESTATION OF PUBLIC-PRIVATE PARTNERSHIPS

17. Predrag Djordjevic, Marija Savic, Jelena Spasic, Zivan Zivkovic

University of Belgrade, Technical Faculty in Bor, Serbia

IMPACT OF LEADERSHIP ON THE FUNCTIONING OF THE QUALITY SYSTEM ISO9001 UNDER TRANSITIONAL CONDITIONS IN SERBIA

18. Solaja Mayowa Oludele¹, Faremi Elijah Idowu², Adesina Ekundayo James²

¹ Olabisi Onabanjo University, Department of Sociology; ² Olabisi Onabanjo University, Dept. Business Administration, Ogun State, Nigeria

THE ROLE OF INFORMATION COMMUNICATION TECHNOLOGY (ICT) ON DEMAND FOR YOUNG WORKERS IN NIGERIA BANKING INDUSTRY

Discussion / Discussion

Ručak / Lunch

MAY CONFERENCE ON STRATEGIC MANAGEMENT

30.05.2015. 15⁰⁰ - 16³⁰

(Konferencijska sala A - Room A)

Predsedavajući/Chairman: I. Mihajlović, Lilyana Stankova

1. Lilyana Stankova

University of National and World Economy, Department Management, Bulgaria

PERFORMANCE APPRAISAL FOR PROJECT TEAMS

2. Dragan Loncar¹, Svetlana Cicmil²

¹ University of Belgrade, Faculty of Economics; Serbia; ² University of the West of England, Faculty of Business and Law, United Kingdom

THE COMPLEXITY OF 'GO/NO-GO' DECISION MAKING IN BIOTECHNOLOGY R&D PROJECTS: INSIGHTS FROM AN EMPIRICAL STUDY

3. Saša Spasojević, Ljiljana Tanasić

Agricultural School of Vocational Studies Šabac, Serbia

NOISE MONITORING AND MANAGEMENT IN AGRARIAN ISSUES

4. Srdjan Zikic, Jane Paunkovic, Aleksandra Mitrovic

Faculty of management, Zajecar, Serbia

THE IMPORTANCE OF POWER SHARING AND EMPOWERMENT OF EMPLOYEES IN MODERN ORGANIZATIONS

5. Kristijan Ristić¹, Žarko Ristić²

¹ Fakulteta za poslovnoindustrijski menadžment, Serbia;

² Univerzitet za poslovne studije Banja Luka, Bosnia and Herzegovina

FISCAL MANAGEMENT OF MACROECONOMICS

6. Nenad Nikolić¹, Zhaklina Dhamo², Peter Schulte³, Ivan Mihajlović¹, Vasilika Kume²

¹ University of Belgrade, Technical Faculty in Bor, Management Department, Serbia; ² University of Tirana, Albania; ³ Institute for European Affairs INEA, Germany

AN ANALYSIS OF FACTORS AFFECTING FAILURE OF SMES

7. B.E.A. Oghojafor, Andrew E Otike-Obaro, O.J. George
University of Lagos, Faculty of Business Administration, Nigeria
SYSTEMS AND CONTINGENCY MODELS OF MANAGEMENT PHILOSOPHY IN NIGERIA

Discussion / Discussion

8. Emenike Kalu O.

Rhema University, Nigeria

RESPONSE OF FOREIGN PRIVATE INVESTMENT TO PUBLIC DEBT IN NIGERIA

9. Vojteski-Klijenak Dragana, Sljivic Slavoljub, Pavlovic Milenko

Faculty of Business Economics and Entrepreneurship, Serbia

EMPLOYMENT AS A FACTOR OF WORK PRODUCTIVITY, COST AND PROFIT IN TRADE

10. Suzana Randelović¹ Živan Živković²

¹ National Museum Leskovac; University of Belgrade, Technical faculty in Bor, Serbia

INFLUENCE OF MUSEUM OFFERS TO VISITORS SATISFACTION - A CASE STUDY NATIONAL MUSEUM IN LESKOVAC

11. Vlado G. Vukasović

Faculty of Management, Herceg Novi, Boka Kotorska, Montenegro

TURNAROUND MANAGEMENT

12. Lidija Stefanovska¹, Mende Soluncevski²

¹ BAS Institute of Management Bitola, Business Academy Smilevski

BAS Skopje; ² Ministry of Defense, Demir Hisar, Macedonia

CHALLENGES AND PROBLEMS IN THE PROCESS OF STRATEGIC PLANNING IN MICRO, SMALL AND MEDIUM ENTERPRISES (MSMES)

13. Milovan Vuković, Danijela Voza, Snežana Urošević

University of Belgrade, Technical faculty in Bor, Serbia

ENVIRONMENTAL DIMENSION OF SOCIAL RESPONSIBILITY IN HOTELS IN EASTERN SERBIA

14. Danijela Voza, Milovan Vuković, Milica Arsić
University of Belgrade, Technical faculty in Bor, Serbia
MODELLING OF SPATIAL VARIATIONS IN SURFACE WATER QUALITY

15. Salisu Umar
Ahmadu Bello University, Faculty of Administration, Zaria, Nigeria.
INFLUENCE OF ORGANIZATIONAL JUSTICE ON EMPLOYEE TURNOVER INTENTION AMONG NIGERIAN EMPLOYEES

D i s k u s i j a / Discussion

30.05.2015. 15⁰⁰-16³⁰
(Konferencjska sala B - Room B)
Predsedavajući/ Chairman: Đ. Nikolić, Mirko Tripunoski

1. Marijan Stevanovski¹, Marjan Mladenovski²
¹MIT University Skopje, ²Euro College Kumanovo, Macedonia
TECHNOLOGY AS BASIC INITIATOR IN DEVELOPMENT OF CYBER CULTURE

2. Mirko Tripunoski, Lazar Arsovski, Maja Tripunoska
Faculty of Economics, FON, Skopje, Macedonia
CORPORATE IDENTITY, PUBLICITY, PUBLIC RELATIONS AND ADVERTISING

3. Marija Savić, Đorđe Nikolić, Živan Živković
University of Belgrade, Technical Faculty in Bor, Serbia
FUZZY TOPSIS RANKING OF ZINC CONCENTRATES FOR THE HYDROMETALLURGICAL PROCESS OF ZINC PRODUCTION

4. Nebojša Djokić, Ljiljana Arsić
Faculty of Economics Prishtina, Kosovska Mitrovica, Serbia
INNOVATIVE EFFICIENCY IN SERBIA - CURRENT STATUS AND PROSPECTS

5. Daliborka Blazeska, Natasha Ristovska
University of Tourism and Management in Skopje, Republic of Macedonia
THE IMPACT OF THE BRAND ON CONSUMER'S DECISION MAKING PROCESS

6. Stanisław Borkowski, Renata Stasiak-Betlejewska
Czestochowa University of Technology, Poland
THE QUALITY MANAGEMENT IDEA IMPORTANCE IN RELATION TO TIMBER CONSTRUCTION COMPANIES DEVELOPMENT

7. Renata Stasiak-Betlejewska
Czestochowa University of Technology, Poland
ENERGY EFFICIENT CONSTRUCTION STRATEGIES AS AN ELEMENT OF THE SUSTAINABLE DEVELOPMENT STRATEGY IN POLAND

8. Renata Stasiak-Betlejewska
Czestochowa University of Technology, Poland
ENERGY EFFICIENCY IN EUROPEAN BUILDINGS – TRENDS AND FINANCING STRATEGIES

D i s k u s i j a / Discussion

9. Nikola Radić, Jovanka Popović, Vlado Radić, Saveta Vukadinović
Visoka škola za poslovnu ekonomiju i preduzetništvo, Serbia
SUCCESS AND FAILURE OF ENTREPRENEURIAL VENTURE IN SERBIA THROUGH SKILLS AND COMPETENCE OF ENTREPRENEURS

10. Khaled Emhemed Ennajar, Layth Alhamdani
Libya
HEALTH ECONOMICS WITH REFERENCE TO THE LIBYAN ECONOMY

11. Žarko Vranjanac
Faculty of Occupational Safety in Nis, Serbia
QUALITY MANAGEMENT OF PUBLIC LIGHTING

12. Entesar Yahya Elmgadmi, Nada Živanović, Layth Alhamdani
Lybia
STRATEGIC MANAGEMENT IN LIBYA'S EDUCATION

13. Natalia Nesterenko, Alexander Kolyshkin
Saint-Petersburg State University, Russia
COMPREHENSIVE ASSESSMENT OF MERGER & ACQUISITION (M&A) EFFECTIVENESS

14. Dejan Bogdanović, Ivan Jovanovic, Nenad Milijic
Univerzitet u Beogradu - Tehnicki Fakultet Bor, Serbia
MULTI-CRITERIA ANALYSIS OF PROBLEMS OF IMPLEMENTATION OF PROJECT PORTFOLIO MANAGEMENT

15. Ivan Jovanović, Milica Arsić
University of Belgrade, Technical Faculty in Bor, Management Department, Serbia
IMPACT ENTREPRENEURIAL ACTIVITY ON THE PROFITABILITY OF SMES IN THE PIROT DISTRICT

16. Nenad Milijić, Ivan Jovanović, Ivan Mihajlović, Dejan Bogdanović
University of Belgrade, Technical Faculty in Bor, Management Department, Serbia
KNOWLEDGE MANAGEMENT MODEL IN THE PROJECT-ORIENTED COMPANIES

D i s k u s i j a / Discussion

Kafepauza/ Coffee Break

MAY CONFERENCE ON STRATEGIC MANAGEMENT

30.05.2015. 17⁰⁰-18³⁰
(Konferencjska sala A - Room A)
Predsedavajući/ Chairman: I. Mihajlović, Valentin Vassilev

1. Valentin Vassilev, Stefan Novoselski
SWU "N.Rilski" Blagoevgrad, Bulgaria
THE STAFF EVALUATION AS A SOURCE OF INFORMATION FOR THE MAIN FUNCTIONS AND ACTIVITIES IN STRATEGIC HUMAN RESOURCES MANAGEMENT

2. Nada Vignjević Đorđević¹, Safet Kurtović²
¹State University Novi Pazar, Serbia; ²University Dzemail Bijedic Sarajevo, Faculty of Economics, Bosnia and Herzegovina
STRATEGIC APPROACH TO CORPORATE GOVERNANCE AND FOREIGN DIRECT INVESTMENT – THE WESTERN BALKANS

3. Jusuf Borić¹, Sulejman Muhamedagić², Mirsada Oruč³
*¹JKP "Zenicatransprevozputnika" d.d. Zenica; ²
³Fakultet za metalurgiju i materijale, Univerzitet u Zenici, Bosnia and Herzegovina*
EFFECTS OF APPLICATION OF ELECTRONIC SYSTEM BUS4I THE EXPLOITATION AND MAINTENANCE OF FUNDS FOR PASSENGER TRANSPORT THE JKP "ZENICATRANS PREVOZ PUTNIKA" DD ZENICA

4. Xhenana Azizi
University College FAMA, Pristina & Deloitte Kosova LLC, Pristina, Kosovo²
DEALING WITH RISK MANAGEMENT IN SMALL AND MEDIUM ENTERPRISES

5. Hana Janáková, Monika Zatrochová
Institute of Management of the Slovak University of Technology, Slovakia
STRATEGIC MANAGEMENT FOR CENTRAL EUROPEAN START-UP COMPANIES

6. Milica Arsić, Danijela Voza, Živan Živković
Technical faculty in Bor, University of Belgrade, Bor, Serbia
APPLICATION OF IPA ANALYSIS IN DETERMINING THE CRITICAL FACTORS OF JOB SATISFACTION IN PUBLIC ENTERPRISES

7. Milica Arsić, Ivan Jovanović
Technical faculty in Bor, University of Belgrade, Bor, Serbia
MULTIGROUP ANALYSIS OF CREATIVITY IN THE PROCESS OF DATA COLLECTION AND VIABILITY OF BUSINESS IDEA

8. Gordana Petrusavska
University American College Skopje, Macedonia
MARKETING STRATEGY STRUCTURE OF THE MARKET

9. Franca Obi

Federal University of Ndufu-Alike, Ikwo, Ebonyi State, Nigeria

BUSINESS STRATEGY AND SUCCESS AMONG INDEGINIOUS IGBO ENTREPRENEURS: STUDY OF HOUSE HOLD EQUIPMENT LINE, MAIN MARKET ONITSHA, NIGERIA

D i s k u s i j a / Discussion

10. Abdulhamed Ahmed

Libya

GLOBAL FINANCIAL CRISIS AND MENA

11. Ljiljana Stošić Mihajlović, Miloš Nikolić

Visoka škola primenjenih strukovnih studija Vranje, Serbia

COMPLEXITY OF INTERNATIOANL MARKETING RESEARCH IN MANAGEMENT

12. Ljiljana Stošić Mihajlović, Miloš Nikolić

Visoka škola primenjenih strukovnih studija Vranje, Serbia

FINANCIAL CONTROL AND OVERSIGHT IN FINANCIAL MANAGEMENT OF COMPANIES

13. Aleksandar Krstić

Univerzitet u Beogradu, Tehnički fakultet u Boru, Serbia

SOME CONSIDERATIONS ON MODERN CONCEPTS OF KNOWLEDGE MANAGEMENT AND E – BUSINESS

14. Petronije Jevtić¹, Ljiljana Stošić Mihajlović¹, Jasmina Starc²

¹Visoka škola primenjenih strukovnih studija, Vranje, Serbia;

²Fakultet za poslovne in upravne vede, Novo Mesto, Slovenia

HUMAN CAPITAL IN FUNCTION OF THE COMPETITIVENESS OF IMPORTANCE COMPANY

15. Ljiljana S. Mihajlović, Petronije Jevtić

Visoka škola primenjenih strukovnih studija, Vranje, Serbia

ORGANISATIONAL APPROACH OF HUMAN RESOURCES MANAGEMENT

16. Toni Soklevski

Business Academy Smilevski BAS – Skopje, Macedonia

THE STRATEGIC IMPACT OF OPERATIONS AND PROJECT MANAGEMENT ON THE QUALITY SYSTEM IN THE COMPANIES

17. Isidora Milošević, Dragana Živković, Sanela Arsić, Ivan Mihajlović

University of Belgrade, Technical Faculty in Bor, Serbia

EFFECTS OF STRATEGIC CONTROL IN RELATIONSHIP BETWEEN SUPPLIERS – COSTUMER

D i s k u s i j a / Discussion

30.05.2015.17⁰⁰-18³⁰

(KonferencijskasalaB – Room B)

Predsedavajući/Chairman: Aleksandra Janeska-Iliev, Đ. Nikolić

1. Filip Jovanović¹, Nenad Milijić², Ivan Mihajlović²

¹Mozzart d.o.o. Belgrade; ²University of Belgrade, Technical

Faculty in Bor, Management Department, Serbia

RISK MANAGEMENT ON STRATEGIC INVESTMENT PROJECTS IN SERBIA

2. Dejan Zdraveski, Margarita Janeska, Suzana Taleska

Faculty of Economics, Macedonia

INCREASING COMPANIES PERFORMANCE BY USING CLOUD COMPUTING SOLUTIONS

3. Ninko Kostovski, Jadranka Mirsic

University American College Skopje, Macedonia

“GREEN ACCOUNTING” - LINK BETWEEN ECONOMY AND ENVIRONMENTAL PROTECTION

4. Slobodanka Krivokapic

Univerzitet Mediteran, Fakultet za poslovne studije, Podgorica, Montenegro

STRATEGIC APPROACH TO SERVICES

5. Dragor Zarevski¹, Gordana Nikčevska^{2,3}, Tamara Kjupeva²

¹Ss. Cyril and Methodius University in Skopje, Faculty of

Philosophy – Skopje; ²SUGS Gimnazija Orce Nikolov – Skopje;

³Biznis Akademija Smilevski - BAS, Macedonia

CROSS CURRICULAR CONNECTIONS AS ESSENTIAL ELEMENT OF EDUCATIONAL MANAGEMENT STRATEGIES IN THE IMPLEMENTATION OF INTERDISCIPLINARY APPROACH TO TEACHING IN SECONDARY EDUCATION

6. Aleksandra Janeska-Iliev, Angelina Taneva-Veshoska, Ljubomir Drakulevski

Faculty of Economics, Ss. Cyril and Methodius University, Skopje, Macedonia

UNDERSTANDING CONFLICT IN SMALL BUSINESSES IN REPUBLIC OF MACEDONIA

7. Milijana Roganović¹, Biljana Stankov¹, Sonja Marjanski Lazić²

¹Higher School of Professional Business Studies in Novi Sad;

²Secondary School of Economics and Trade in Zrenjanin, Serbia

ANALYSIS OF EMPLOYEE SATISFACTION WITH QUANTITY AND QUALITY OF INFORMATION IN THEIR WORK ORGANIZATIONS

D i s k u s i j a / Discussion

8. Vladimir Radovanović, Jelena Petrović, Snežana Djekić, Blaga Radovanović

Faculty of Natural Sciences and Mathematics, Nis, Serbia

MARKETING RESEARCH OF WINE CONSUMERS IN THE SOUTH AND EAST SERBIA REGION

9. Bojan Stojčetočić, Djordje Nikolić, Valentina Velinov

Visoka tehnička škola strukovnih studija Zvečan, Serbia

APPLICATION SWOT-AHP METHOD FOR STRATEGY SELECTION OF A TOURIST CENTER - THE CASE OF SKI RESORT BREZOVICA

10. Radmilo Nikolić¹, Aleksandra Fedajev¹, Igor Svrkota², Andon Kostadinović³, Slobodan Mladenović⁴

¹University of Belgrade, Technical Faculty in Bor, Engineering

Management Department; ²University of Belgrade, Technical

Faculty in Bor, Mining Engineering Department; ³High School of

Professional Studies for Traffic Management – Nis; Ekonomski fakultet u Prištini, Serbia

ECONOMIC DEVELOPMENT OF COUNTRIES FORMED AFTER THE BREAKDOWN OF THE FORMER SFRY

11. Mário Henrique Marcondes Pereira, Vera Mariza

Henriques de Miranda Costa, Elisabete de Lourdes

Teixeira Baleiro Inácio, José Luis Garcia Hermosilla

Production Engineering Masters Program Department (Uniará), Brazil

MICROCREDIT POLICY IN THE STATE OF SAO PAULO, BRAZIL: HELPING SMALL BUSINESSES TO DEVELOP

12. Ana-Marija Đurić¹, Suzana Randelović², Ivan Ivanović³

¹Timočki omladinski centar, Zaječar; ²Narodi muzej, Leskovac;

³Fakultet za menadžment, Megatrend univerzitet, Zaječar, Serbia

SOCIAL ENTERPRENEURSHIP AS A FORM OF AN ALTERNATIVE ECONOMY IN EUROPEAN INTEGRATION PROCESS

13. Ibrahim Mohammed

Ahmadu Bello University Zaria, Nigeria

ANALYZING THE DETERMINANTS OF STOCK RETURNS IN NIGERIA USING PARTIAL LEAST SQUARE-STRUCTURAL EQUATION MODELING

14. Jana Pichova, Lubos Polakovic

Institute of Management of the Slovak University of Technology, Slovakia

QUANTIFICATION IN HUMAN RESOURCE MANAGEMENT - SPIRAL MANAGEMENT

15. Halimah Sani Sambo

Ahmadu Bello University Zaria, Nigeria

EVALUATING INDIVIDUAL WEALTH AND ATTITUDE TOWARDS RISK BY PROSPECTIVE RETIREES IN NIGERIA USING PARTIAL LEAST SQUARE-STRUCTURAL EQUATION MODELING

16. Tamara Ognjanović*Tehnički fakultet Bor, Serbia***RFID TEHNOLOGIJA U UPRAVLJANJU ČVRSTIM KOMUNALNIM OTPADOM****17. Sanela Arsic, Isidora Milosevic, Zivan Zivkovic***University of Belgrade, Technical Faculty Bor, Serbia***STRATEGY MOTIVATING IN ORDER TO INCREASE BUSINESS PERFORMANCE***D i s k u s i j a / Discussion**Kafepauza/ Coffee Break***MAY CONFERENCE ON STRATEGIC MANAGEMENT***30.05.2015. 19⁰⁰-20⁰⁰**(Konferencijska sala A – Room A)**Predsedavajući/Chairman: Maja Kochoska, M. Vuković***1. Maja Kochoska, Ana Binovska Kocheva***Business academy Smilevski BAS, Skopje, Macedonia***THE IMPORTANCE OF BRAND IDENTITY AND ITS POSITIONING****2. Danijela Glušac***Visoka poslovna škola strukovnih studija Novi Sad, Serbia***INSURANCE CONTRACT CONCLUSION WITH PARTICULAR EMPHASIS ON SOLUTIONS IN THE DRAFT OF THE SERBIAN CIVIL CODE****3. Časlav Kalinić¹, Miladin Kalinić², Radovan Vladislavljević²***¹Prirodno matematički fakultet, Novi Sad; ²Visoka škola strukovnih studija za menadžment i poslovne komunikacije, Sremski Karlovci, Serbia***THE IMPACT OF MOBILE TECHNOLOGY ON THE DEVELOPMENT OF E-BUSINESS****4. Živan Živković¹, Dragica Lazić², Djordje Nikolić¹, Predrag Djordjević¹, Ivan Mihajlović¹, Isidora Milošević¹***¹Technical Faculty Bor, University of Belgrade, Serbia; ²University of East Sarajevo, Faculty of Technology, Zvornik, Bosnia and Herzegovina***THE APPLICATION OF FUZZY-TAGUCHI OPTIMIZATION MODEL FOR MULTI-RESPONSE BAYER PROCESS OF BAUXIT LEACHING****5. Aleksandra Vuković¹, Dejan T. Riznić², Milovan Vuković², Danijela Durkalić²***¹High Railway school Belgrade; ²University in Belgrade, Technical Faculty in Bor, Serbia***MODERN APPROACH OF MARKETING COMMUNICATIONS****6. Ivica Nikolić¹, Ivana Jovanović², Ivan Mihajlović¹, Igor Miljanović³***¹University of Belgrade, Technical Faculty in Bor, Management Department, Bor; ²Mining and Metallurgy Institute Bor; ³Faculty of Mining and Geology, Serbia***SYSTEM APPROACH TO THE ANALYSIS OF COPPER CONCENTRATE PRODUCTION****7. Isidora Milošević, Dragana Živković, Dragan Manasijević***University of Belgrade, Technical Faculty in Bor, Serbia***LECTURERS INFLUENCE IN DEPLOYING AND SATISFACTION OF M-LEARNING - INNOVATIVE APPROACH IN HIGHER EDUCATION NOWADAYS****8. Ružica Milovanović***Ekonomski fakultet u Kragujevcu, Serbia***MARKETING IMPORTANCE OF COMMODITY'S PACKAGING****9. Miroslav Milutinović¹, Andon Kostadinović²***¹Fakultet poslovne ekonomije, Sremska Kamenica; ²Fakultet za pravo, bezbednost i menadžment Niš, Serbia***GOALS OF ESTABLISHING TECHNOLOGICAL PARKS****10. Danijela Durkalić, Dejan T. Riznić, Snežana Urošević***Univerzitet u Beogradu, Tehnički fakultet u Boru, Serbia***THE HUMAN CAPITAL IN THE FUNCTION OF BUSINESS ACTIVITIES IN THE ORGANIZATION****11. Tomislav Rakić***Serbia***OCCUPATIONAL MOTIVATION AND MOTIVATION FOR SAFE OPERATION AS ONE OF THE MAIN OBJECTIVES IN HRM, IN ORDER TO CREATE MORE EFFICIENT AND MORE PLEASANT WORKING ENVIRONMENT****12. Danijela Durkalić***University of Belgrade, Technical Faculty in Bor, Serbia***CREATING MARKETING STRATEGY FOR SALE NEW PRODUCT****13. Slobodan Radosavljević¹, Nikola Ilie²***¹RB Kolubara, Lazarevac; ²The World Bank, Belgrade, Serbia***ACTION PLAN FOR MITIGATION AND MONITORING OF ENVIRONMENTAL IMPACT OF PROJECTS ATYPICAL MINING WITH RISK ANALYSIS****14. Slobodan Radosavljević¹, Milan Radosavljević², Jovana Radosavljević²***¹RB "Kolubara", Lazarevac; ²GO Lazarevac, Serbia***REDESIGN STICK CONSTRUCTION WORKING WHEEL SRS 1200 *22/2, AND RISK ANALYSIS***D i s k u s i j a / Discussion***21⁰⁰ Svečana večera/ Banquet dinner***Sunday 31.05.2015. 12⁰⁰-13³⁰**(Konferencijska sala A – Room A)**Moderator: I. Mihajlović*

Round Table –Possibilities for cooperation in research and development projects (Horizon 2020, Erasmus, and other initiatives)

STUDENSKI SIMPOZIJUM O STRATEGIJSKOM MENADŽMENTU**STUDENTS SYMPOSIUM ON STRATEGIC MANAGEMENT***31.05.2015. 9⁰⁰-11⁰⁰**(Konferencijska sala A – Room A)**Predsedavajući/Chairman: M. Savić, I. Nikolić***1. Dušan Bogdanović, Milovan Vuković***University of Belgrade, Technical Faculty in Bor, Management Department Bor, Serbia***GLOBALIZATION – TWO SIDES OF MODERN SOCIETY****2. Milan Miljuš***Ekonomski fakultet, Univerzitet u Kragujevcu, Serbia***TARGET 1 TARGET 2****3. Anđelka Stojanović***University of Belgrade, Technical Faculty in Bor, Bor, Serbia***IMPLEMENTATION OF MULTI-CRITERIA ABC ANALYSIS USING AHP METHOD****4. Sanela Božinović¹, Milica Niculović¹, Dragan Randelović²***¹University of Belgrade, Technical faculty in Bor, Serbia;**²Association of young researchers Bor, Serbia***ECOLOGICAL AWARENESS OF STUDENTS OF TECHNICAL FACULTY IN BOR, UNIVERSITY OF BELGRADE****5. Žarko Vranjanac, Jovana Stojanović***Fakultet zaštite na radu u Nišu, Serbia***THE IMPACT OF TRAFFIC ON AIR QUALITY AT THE INTERSECTION STREETS IN NISH****6. Žarko Vranjanac, Jovana Stojanović***Fakultet zaštite na radu u Nišu, Serbia***CONSTRUCTION PROJECT OF PIPELINE PART THROUGH RESIDENTIAL BLOCK „STANKO VLASTOTINCANIN“ IN NISH****7. Milan Martinović***Geografski fakultet, Serbia***IMPROVING THE ENVIRONMENT THROUGH ENVIRONMENTAL MANAGEMENT**

8. Milan Martinović

Geografski fakultet, Serbia

OVERCOMING ECOLOGICAL CRISIS OF MODERN TIMES

9. Jevtić Miroslava

Ekonomski fakultet, Univerzitet u Beogradu, Serbia

INNOVATION AND TECHNOLOGICAL PROGRESS IN THE LIGHT OF SUSTAINABLE COMPETITIVENESS

10. Cvetkovic Vidosava

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

ENCLOSURE OF STRATEGIC DEVELOPMENT OF TOURIST DESTINATION STARA PLANINA

11. Veličkovska Ivana, Dimitrievska Dragana, Mentor: Dr. Ivan Mihajlović

University of Belgrade, Tehnical Faculty in Bor, Management department, Serbia

SCIENTIFIC MODELING – CASE STUDY: DESIGN OF THE OPEN-PLAN OFFICE

12. Neda Domanović¹, Stefan Lukić², Mladen Stanković¹

¹Fakultet zaštite na radu, Univerzitet u Nišu; ²Prirodno-matematički fakultet, Univerzitet u Novom Sadu, ³Fakultet zaštite na radu, Univerzitet u Nišu, Serbia

ASSESSMENT OF PRODUCT LIFE CYCLE (LCA) IN THE INTEGRATED WASTE MANAGEMENT - ENVIRONMENTALLY ARTIFACT

13. Marija Kostić

University in Belgrade, Technical faculty in Bor, Engineering Management Department, Serbia

COMPETENCES ACQUIRED DURING STUDIES AND NEEDS OF MARKET ECONOMY

14. Bili Petrović, Ana Pavlović, Marko Todorović

University of Belgrade, Technical faculty in Bor, Serbia

SELECTION OF OPTIMAL SUPPLIERS BY USING THE AHP METHOD

15. Slađana Đurić

Univerzitet u Kragujevcu, Pravni fakultet, Serbia

STRESS AND ITS CONSEQUENCES

16. Slađana Đurić

Univerzitet u Kragujevcu, Pravni fakultet, Serbia

CIVIL SOCIETY AND DEMOCRATIC POLITICAL CULTURE

17. Ana Pavlović, Sanela Arsić, Marko Todorović

University of Belgrade, Technical Faculty in Bor, Serbia

APPLICATION SOFTWARE FLEXIBLE LINE BALANCING IN OPTIMIZATION PRODUCT LINE OF COMPANY "SCS. PLUS"

18. Aleksandra Đurić

Univerzitet u Kragujevcu, Ekonomski fakultet, Serbia

GLOBAL COMPETITIVENESS AND FISCAL POLICY

19. Marko Todorović, Bili Petrović, Ana Pavlović

Univerzitet u Beogradu, Tehnički fakultet u Boru, Serbia

FACTORS THAT CONTRIBUTE TO SME INNOVATIVENESS IN SOUTH-EAST SERBIA

20. Aleksandra Đurić

Univerzitet u Kragujevcu, Ekonomski fakultet, Serbia

FINANCIAL INTERMEDIARIES

21. Milena Vladić, Zvezdana Petruconić, Darko Brodić

Tehnički fakultet u Boru, Serbia

USER IDENTIFICATION BY THE EYE BIOMETRICS IN E-COMMERCE

22. Marijana Milevska

Deputy Programme Director at Increasing Market Employability, Swisscontact, Macedonia

EXTERNAL SUPPORT TO SME'S GROWTH: THE RECENT ENDEAVOURS OF MACEDONIAN POLICY FOR REGIONAL DEVELOPMENT

23. Goran Babić

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

INVESTIGATION OF METHODS AND WAYS LEARNING ACHIEVED RESULTS

24. Goran Babić

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

SELECTION OPTIMAL OFFERS FOR THE IMPLEMENTATION OF THE PROJECT

D i s k u s i j a / Discussion

13³⁰ – Zatvaranje konferencije (Official closure)

(Konferencijska sala A / Room A)

Predsedavajući/ Chairman: I. Mihajlović

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.

W E L C O M E !!!