

UNIVERZITET U BEOGRADU
TEHNIČKI FAKULTET U BORU



IX Internacionalna Majska konferencija o strategijskom menadžmentu

IX Studentski simpozijum o strategijskom menadžmentu sa međunarodnim učešćem

P R O G R A M

**Hotel «ALBO»
Bor
24. – 26. 05. 2013.**

ORGANIZATOR

**UNIVERZITET U BEOGRADU,
TEHNIČKI FAKULTET BOR**

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

JEZIK

Službeni jezik konferencije biće srpski i engleski, bez simultanog prevođenja.

NAČIN RADA SKUPA

Rad skupa će biti organizovan u plenumu i po sekcijama (usmeno i poster). Predviđeno vreme za prezentaciju je 10-15 minuta.

Za usmena izlaganja referata, autorima će biti na raspolaganju lap top računar sa operativnim sistemom Windows XP Professional, Office 2007, kao i LCD projektor. Za predstavljanje postera, biće predviđen adekvatan prostor u Sali.

KOTIZACIJA

Kotizacija za učesnike skupa iznosi 100EUR u dinarskoj protivvrednosti na datum uplate. Ovaj iznos kotizacije obuhvata: zbornik izvoda radova sa pratećim materijalom, zbornik celih radova (nakon završetka konferencije), svečanu večeru, osveženja u pauzama skupa i prisustvovanje skupu.

Studenti osnovnih studija - autori radova u okviru studentskog simpozijuma, ne plaćaju kotizaciju, pri čemu stiču pravo prisustvovanja skupu i prezentovanja svojih radova. Troškove prevoza i smeštaj studenta u Hotelu, snose organizacije sa kojih studenti dolaze.

Uplatu kotizacije vršiti preko žiro-računa:

**Tehnički fakultet u Boru br: 840-1478666-37
poziv na br.120**

Sa naznakom **za Majsku konferenciju**
Potvrdu o izvršenoj uplati poslati mailom na:
imihajlovic@tf.bor.ac.rs

Uplata kotizacije se može izvršiti i prilikom registracije učesnika (isti iznos).

CENE SMEŠTAJA U HOTELU «ALBO»

- *Jedno noćenje* po principu punog pansiona, za učesnike Majске konferencije: u jednokrevetnoj sobi 44 EUR; u dvokrevetnoj sobi 37 EUR po osobi.

Hotel poseduje sopstveni parking.

Hotel Albo Bor
Tel/fax. 030/24 96 962, 24 96 964
<http://www.hotel-albo.rs>

office@hotel-albo.rs

ALTERNATIVNI SMEŠTAJ U BORU

Za učesnike koji nisu rezervisali smeštaj u Hotelu ALBO, predlaže se sledeći alternativni smeštaj u Boru:

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
<http://www.381info.com/brestovacka-banja/apartmani/klub-rtb-rtb-bor-doo-rtb-bor-grupa>

VREMENSKI USLOVI

Vremenski uslovi krajem maja su povoljni sa umerenom klimom. Vremenska prognoza se može naći i na web sajtu za najbližu mernu tačku Bor:
<http://www.prognoszavremenska.com/srbija/bor.html>

VREME I MESTO ODRŽAVANJA

Konferencija će biti održana od 24 - 26. maja 2013. u hotelu ALBO u Boru.

Kancelarija Konferencije biće otvorena po sledećem rasporedu:

24. maja 2013 od 16⁰⁰ do 20⁰⁰
25. maja 2013. od 8⁰⁰ do 20⁰⁰
26. maja 2012. od 8⁰⁰ do 14⁰⁰

INFORMACIJE

Prof. Dr Ivan Mihajlović, dipl. ing.
Predsednik Organizacionog odbora Majske konferencije o
strategijskom menadžmentu
Tehnički fakultet Bor-Univerzitet u Beogradu
imihajlovic@tf.bor.ac.rs i projman@bitsyu.net
Tel: 030 424 547
Mobilni telefon: 064 227 36 21

OPŠTI PROGRAM – General Program

Petak 24.05.2013. (Friday 24.05.2013)

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

Subota 25.05.2013. (Saturday 25.05.2013)

08⁰⁰-09⁰⁰ Prijem i registracija učesnika (Registration)
09⁰⁰-09³⁰ Otvaranje konferencije (Official opening)
09³⁰-10³⁰ Plenarna predavanja – Plenary lectures
(Sala A – Room A)
10³⁰-11⁰⁰ Kafe pauza (Coffee break)
11⁰⁰-13³⁰ Rad po sekcijama - Conference sessions
(Sala A – Room A)
13³⁰-15⁰⁰ Ručak (Lunch)
15⁰⁰-16³⁰ Rad po sekcijama - Conference sessions
(Sala A – Room A)
16³⁰-17⁰⁰ Kafe pauza (Coffee break)
17⁰⁰-18³⁰ Rad po sekcijama - Conference sessions
(Sala A – Room A)
18³⁰-19⁰⁰ Kafe pauza (Coffee break)
19⁰⁰-20⁰⁰ Rad po sekcijama - Conference sessions
(Sala A i B – Room A and B)
21⁰⁰ Svečana večera (Banquet dinner)

Nedelja 26.05.2013 (Sunday 26.05.2013)

9⁰⁰-12⁰⁰ Rad po sekcijama - Conference sessions
(Sala A – Room A)
12⁰⁰-12¹⁵ Kafe pauza (Coffee break)
12¹⁵-14⁰⁰ Rad po sekcijama - Conference sessions
(Sala A i B – Rooms A and B)
14-15⁰⁰ Ručak (Lunch)
15⁰⁰ - 17⁰⁰ Studentski simpozijum o strategijskom menadžmentu –
Students symposium on strategic management
(Sala A – Room A)
17⁰⁰ Zatvaranje skupa (Official closure)

Nedelja 26.05.2013 (Sunday 26.05.2013)

9:00 – 14:00 Radionica i okrugli sto HP LIFE metodologije, za
participante koji su prijavili učešće. U okviru radionice biće
demonstriran rad po metodologiji studije slučaja razvijene u okviru
HP LIFE projekta čiji je pokretač Hewlett Packard

9:00 – 14:00 Workshop and round table HP LIFE methodology ,
for participant who applied for this event
<http://mksm.sjm06.com/okrugli-sto-primena-interaktivnih-studije-slucaja-u-savremenom-obrazovanju/>

Subota 25.05.2013.

Saturday 25.05.2013.

KONFERENCIJA O STRATEGIJSKOM MENADŽMENTU

MAY CONFERENCE ON STRATEGIC MANAGEMENT

25.05.2013. 09⁰⁰-11³⁰

(Konferencijska sala A – Room A)

Predsedavajući/Chairman : Ž.Živković, I.Mihajlović

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

Pozdravni govor/ Opening note:

*1. Živan Živković, predsednik Naučnog odbora konferencije, šef
Odseka za menadžment Tehničkog fakulteta u Boru*
*2. Ivan Mihajlović, predsednik Organizacionog odbora
konferencije*

**09³⁰-10³⁰ Plenarna predavanja – Plenary lectures
(Sala A – Room A)**

1. Loo-See Beh & Leap-Han Loo

University of Malaya, Malaysia

**STRATEGIC HUMAN RESOURCE MANAGEMENT AND
FIRMPERFORMANCE IN THE INSURANCE INDUSTRY
IN MALAYSIA**

2. Vesna Spasojević Brkić ¹, Goran Putnik ²

*¹University of Belgrade, Faculty of Mechanical Engineering,
²University of Minho, Department of Production and Systems,
Guimaraes, Portugal*

**A CONFIRMATORY FACTOR ANALYSIS OF THE INTERFACES
FOR REMOTE CONTROL OF MANUFACTURING SYSTEMS:
USER EVALUATION INSTRUMENT**

Kafe pauza/ Coffee Break

KONFERENCIJA O STRATEGIJSKOM MENADŽMENTU

MAY CONFERENCE ON STRATEGIC MANAGEMENT

11⁰⁰-13³⁰

(Konferencijska sala A – Room A)

Predsedavajući / Chairman: Ž. Živković, M. Stamatović

1. Sladjana Neogradi

Head of Branch Office Vrsac, Hypo – Alpe - Adria a.d. Belgrade
CREDIT RISK MEASUREMENT

2. Zoran M. Zivković¹, Svetislav LJ. Marković²

¹Kompanija „Sloboda”AD Cacak, ²Technical college Cacak,
**SINGLE APPROACH TO THE DEVELOPMENT OF MULTI-
PROJECT MANAGEMENT IN THE MANUFACTURING
COMPANY OF CORPORATE TYPE**

3. Gordana Dobrivojević

Ministarstvo spoljne i unutrašnje trgovine i telekomunikacija
**STRATEGIC MANAGEMENT OF FOREIGN DIRECT
INVESTMENT ATTRACTING FOR TOURISM OF LICAL
GOVERNMENTS**

4. Karolina Perčić, Milan Stamatović, Ivana Radojević

Univerzitet Metropolitan, Fakultet za menadžment
**SUBCULTURE AS A DETERMINANT OF CONSUMER
BEHAVIOR**

5. Tariq Rahm, Tahir Ayub

*Government Collage of management sciences, pindi road near
RTC, kohat, kpk, Pakistan*
**THE STUDY ON ABILITY LEVEL OF
COLLEGE INSTRUCTORS IN PAKISTAN**

6. Ivana Radojević, Milan Stamatović, Milica Vasiljević Blagojević

Univerzitet Metropolitan, Serbia
**MEASURING STUDENTS SATISFACTION AT ONE PRIVATE
UNIVERSITY IN SERBIA**

D i s k u s i j a / Discussion

7. Kalač Ruždija

*Internacionalni univerzitet u Novom Pazaru, Departman za
ekonomske nauke*
**THE ROLE OF AUDIT IN PREVENTING AND DETECTING
FRAUD IN FINANCIAL REPORTS**

8. Gordana Nikčević

P.I. Secondary School of Economics "Mirko Vesovic", Podgorica, Montenegro

IMPORTANCE OF ORGANIZATIONAL CULTURE IN MODERN ENTERPRISE OPERATION

9. Lidija Stefanovska, Toni Soklevski

BAS Institute of management Bitola

THROUGH INSTITUTIONALIZING OF THE PROCESS OF ORGANIZATIONAL LEARNING TO BETTER ORGANIZATIONAL PERFORMANCE AND INCREASED ORGANIZATIONAL COMPETITIVENESS

10. Slavica Ostojić¹, Ivan Ivanović², Nemanja Damjanović¹

1-Visoka škola strukovnih studija za poslovno industrijski menadžment, 2-Fakultet za poslovne studije Požarevac
IMPORTANCE OF FINANCIAL INFORMATION FOR DECISION MAKING

11. Adnan Hodžić¹, Nebojša Kosović², Dejan Divac³

¹MUP – Policijska uprava Prijeopolje, ²Komunalna inspekcija - Bjelo Polje, ³Dušana Tomaševića Čirka, Prijeopolje
3D OBJECT VISUALIZATION BASED ON STRUCTURED LIGHT

D i s k u s i j a / Discussion

12. Elizabeta Tosheva

University St. Clement Ohridski, "Faculty of law" Kichevo, Republic of Macedonia

THE CONCEPTS OF FIT AND FLEXIBILITY IN THE STRATEGIC HUMAN RESOURCE MANAGEMENT IN ORDER TO ATTAIN SUSTAINABLE COMPETITIVE ADVANTAGE

13. Zorica Stosić, Ivan Mihajlović

University of Belgrade, Technical Faculty Bor, Management Department

DYNAMIC INVENTORY MANAGEMENT: A CASE STUDY OF AN BUSINESS PRODUCTION SYSTEM

14. Milena Jevtić

Fakultet inženjerskih nauka Univerziteta u Kragujevcu

GENETIC ALGORITHM APPLICATION ON SUPPLY CHAIN OPTIMIZATION IN THE SERVICE INDUSTRY

15. Marija Savić, Živan Živković

Technical faculty in Bor, Management Department, Bor
THE IMPACT OF EMPLOYEE SATISFACTION ON CUSTOMER SATISFACTION WITH PRODUCT QUALITY

16. Suzana Randelović¹, Ivan Jovanović²

1- Narodni muzej Leskovac, 2.- Univerzitet u Beogradu, Tehnički fakultet u Boru

DEVELOPING PROJECT IMPLEMENTATION PLAN "ARRANGING AND TOURIST PRESENTATION OF THE LOCALITY CARICIN GRAD"

17. Ivan Marković

Ekonomski fakultet Niš, Srbija

ULOGA SPOLJNOTRGOVINSKE POLITIKE U PROCESU PRIDRUŽIVANJA EU

18. Jelena Božović

Ekonomski fakultet u Kosovskoj Mitrovici

RECOGNITION OF THE BANKING SECTOR ROLE IN CONSTITUTING THE NEW BUSINESS ENVIRONMENT IN THE SERBIAN FINANCIAL MARKET

KONFERENCIJA O STRATEGIJSKOM MENADŽMENTU

MAY CONFERENCE ON STRATEGIC MANAGEMENT

25.05.2013. 15⁰⁰-16³⁰

(Konferencijska sala A - Room A)

Predsedavajući/Chairman: I. Mihajlović, S. Radosavljević

1. Jelena Božović¹, Ljiljana Savić²

1-Ekonomski fakultet u Kosovskoj Mitrovici, 2-Fakultet tehničkih nauka u Kosovskoj Mitrovici

BUSINESS COMPLIANCE FUNCTION IN BANKS

2. Dejan Bogdanović, Ivan Jovanović

Univerzitet u Beogradu, Tehnički fakultet Bor, Odsek za menadžment

APPLICATION OF COMBINED AHP-PROMETHEE METHOD FOR TEACHING RESOURCES SUPPLY

3. Slobodan Radosavljević¹, Milan Radosavljević² Jovana Radosavljević²

1-RB "Kolubara", Lazarevac, 2-GO Lazarevac,

ENERGY EFFICIENCY AND POTENTIAL RISK

4. Slobodan Radosavljević¹, Milan Radosavljević² Jovana Radosavljević²

1-RB "Kolubara" Lazarevac, 2-GO Lazarevac,

SUSTAINABLE USE OF NATURAL SPRING AND MINERAL WATER RESOURCES AND RISK

5. Aleksandar Trifunović¹, Ivan Stevović², Svetlana Stevović¹

1-Faculty of ecology and environmental protection, University Union Nikola Tesla, Belgrade, Serbia, 2-Faculty of Business Economics, Singidunum University, Belgrade
ENVIRONMENTAL QUALITY INCREASE AS MOTIVATION FACTOR FOR CONTEMPORARY LAND MANAGEMENT METHODS DEVELOPMENT

6. Gordana Tasevska

BAS Management Institute, Bitola, Macedonia

QUALITY MANAGEMENT (TQM-TOTAL QUALITY MANAGEMENT) IN FUNCTION TO IMPROVE THE QUALITY OF THE HUMAN RESOURCES

7. Vladimir Đorđević

Centar za ekonomiku domaćinstva, Leskovac

THE INFLUENCE OF FRUIT-GROWING ON THE DEVELOPMENT OF RURAL AREAS IN JABLANICA DISTRICT

D i s k u s i j a

8. Vladimir Đorđević

Centar za ekonomiku domaćinstva, Leskovac

THE IMPORTANCE OF THE PARTS OF THE AGROCOMPLEX AS POTENTIAL FOR THE ECONOMIC DEVELOPMENT OF JABLANICA DISTRICT

9. Ljiljana Savić¹, Vladimir Radovanović²

1-Fakultet tehničkih nauka Kosovska Mitrovica, 2-Fakultet tehničkih nauka Čačak

INFLUENCE OF LEADERSHIP ON ORGANIZATIONAL EFFICIENCY

10. Nataša Šanevska, Vesna Rafajlovska, Sonja Čortoševa, Aleksandar T. Dimitrov

Food Technology, Skopje R. Macedonia

IMPORTANCE OF DETERMINATION THE ORGANIZATION'S DEVELOPMENTAL STAGE AND CHARACTERISTICS OF TOP MANAGEMENT

11. Jelena Vukašinović, Jelena Đorđević Boljanović

Univerzitet Singidunum

THE ROLE OF SOFT SKILLS IN KNOWLEDGE ECONOMY

12. Miloš Dragosavac, Jelena Obradović

Visoka poslovna škola strukovnih studija Novi Sad

ANALYSIS, MANAGEMENT AND MEASUREMENT OF CREDIT RISK IN BANKING SECTOR

13. Milan Krstić¹, Ana Skorup¹, Ivan Krstić²
1 Visoka škola za poslovnu ekonomiju i preduzetništvo Beograd,
2Institut za standardizaciju Srbije, Beograd, SRBIJA,
**ANALYSIS OF RELEVANT ASPECTS OF STRATEGIES BASED
ON STANDARDIZATION, CUSTOMIZATION AND
MODULARISATION OF PRODUCTS**

14. Daniela Velkova
Business academy Smilevski - BAS
**SOCIAL MEDIA - MODERN SOURCE OF
HUMAN RESOURCES RECRUITMENT**

**15. Andrea Boršoš, Radovan Vladislavljević, Dragoslav
Nikolić, Biserka Trumić**
Fakultet za menadžment, Njegoševa 1a, Beograd
**QUALITY STANDARDS HARMONIZATION MODEL IN NEW
POWER CABLE DEVELOPMENT PROCESS**

Diskusija 16³⁰-17⁰⁰ Kafe pauza

KONFERENCIJA O STRATEGIJSKOM MENADŽMENTU

MAY CONFERENCE ON STRATEGIC MANAGEMENT

25.05.2013. 17⁰⁰-18³⁰
(Konferencijska sala A - Room A)
Predsedavajući/ Chairman: Đ. Nikolić, L. Stefanovska

1. Toni Soklevski¹, Lidija Stefanovska²
*1-Business Academy Smilevski BAS – Skopje, 2-BAS Institute of
management Bitola*
**THE IMPACT OF MANAGEMENT INFORMATIONAL
SYSTEMS ON THE SUCCESS OF OPERATIONS AND
STRATEGIC MANAGEMENT**

2. Ali Mabruk Masadak
AUDIT

3. Abdallah Imetieg
USING OF TIME PROJECT SCHEDULING METHOD (CPM)
**Case study: Construction project of 5000 housing units in
Benghazi, Soluq – Libya**

**4. Milica Niculović, Dragana Živković, , Dragan
Manasijević, Ljubiša Balanović**
University of Belgrade, Technical Faculty Bor
**FACEBOOK AS A MODERN SOCIAL PHENOMENON AND
MODE OF BUSINESS CONNECTION – REVIEW OF ACTUAL
LITERATURE**

5. Snežana Rakić
Visoka poslovna škola strukovnih studija Valjevo
**CONSUMER SERVICE AS A COMPETITIVE
MEANS OF A COMPANY**

6. Snežana Rakić
Visoka poslovna škola strukovnih studija Valjevo,
**SUPPORT TO DEVELOPMENT SMALL
AND MEDIUM COMPANIES IN SERBIA**

**7. Vojteski-Klijenak Dragana, Sljivic Slavoljub, Pavlovic
Milenko**
Faculty of Business Economics and Entrepreneurship
**MODERN AUTOMATIC FINANCIAL REPORTING
USING INTERNET TECHNOLOGY**

Diskusija – Discussion

**8. Vojteski-Klijenak Dragana, Sljivic Slavoljub, Pavlovic
Milenko**
Faculty of Business Economics and Entrepreneurship
**THE
IMPORTANCE OF FORENSIC AUDITING IN PREVENTING
AND DETECTING FINANCIAL FRAUDS**

9. Maja Siljanovski
Tehnički fakultet „Mihajlo Pupin“ Zrenjanin
**BRAND MANAGEMENT AS A FACTOR
OF COMPETITIVENESS IN SERBIA**

10. Jovanka Popović, Saveta Vukadinović, Milan Krstić
Visoka škola za poslovnu ekonomiju i preduzetništvo, Beograd
**SISTEM MENADŽMENTA KVALITETOM „ZELENA
PIRAMIDA“ U FUNKCIJI IMPLEMENTACIJE OHSAS**

11. Srdjan Zikic, Jane Paunkovic, Nevena Ilic
Faculty of management Zajecar
**DIMENSIONS OF SERBIAN NATIONAL CULTURE AND
THEIR INFLUENCE ON MANAGEMENT**

12. Abdalghani Ashkal
**THE ROLE OF BANKS SPECIALIZED IN ECONOMIC
DEVELOPMENT WITH REFERENCE TO
THE AGRICULTURAL BANK**

**13. Aleksandar Trifunović¹, Ivan Stevović², Svetlana
Stevović¹**
*1- Faculty of ecology and environmental protection,
University Union Nikola Tesla, Belgrade, Serbia, 2- Faculty of
Business Economics, Singidunum University, Belgrade*
**ENVIRONMENTAL QUALITY INCREASE AS MOTIVATION
FACTOR FOR CONTEMPORARY LAND MANAGEMENT
METHODS DEVELOPMENT**

14 Saveta Vukadinović, Jovanka Popović, Rade Stanković
Visoka škola za poslovnu ekonomiju i preduzetništvo
MANAGEMENT IN THE AREA OF REVERSE LOGISTICS

15. Sladjana Tomik Stamenkova
JUUDGS“ Zdravko Cvetkovski“, Skopje
MANAGING CHANGES IN SCHOOLS

16Miroslav Lutovac¹, Zoran Alimpic²
*1-University Singidunum, Beograd, Srbija, 2-Alpiq EcoServices AG
in Zurich/ Switzerland.*
**DEVELOPMENT OF DYNAMIC CAPABILITIES WITH NEW
GROWTH PLATFORM APPROACH - AN EMPIRICAL STUDY
OF PRIVATE ACUTE HOSPITALS IN SWITZERLAND**

**17. Aleksandar Jankulović, Milan Stamatović,
Dragan Čović**
Belgrade Metropolitan University, Faculty of management, Serbia
**WEBSITE DATA AS A SOURCE FOR STRATEGIC
DECISIONS: THE CASE STUDY OF WINERY WEBSITES**

Diskusija – Discussion

Kafe pauza

KONFERENCIJA O STRATEGIJSKOM MENADŽMENTU

MAY CONFERENCE ON STRATEGIC MANAGEMENT

25.05.2013. 19⁰⁰-20⁰⁰
(Konferencijska sala A – Room A)
Predsedavajući/Chairman: D. Riznić, S. Bursać

**1. Aleksandra Vuković¹, Dejan Riznić², Milovan Vuković²,
Nada Štrbac², Danijela Voza²**
*1-High Railway school, Belgrade, Serbia, 2-University of Belgrade,
Technical Faculty at Bor*
**THE ROLE OF COMMUNICATION IN NEW TECHNOLOGIES
AND INNOVATIONS INTRODUCTION**

2. Ivica Nikolić, Ivan Mihajlović

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

**SYSTEMIC APPROACH TO THE ANALYSIS OF THE EFFECTS
OF GLOBAL ECONOMIC CRISIS ON THE COST OF BASIC
METALS**

3. Markus Gram

Montanuniversität Leoben, Austria

**EQUIPMENT EFFICIENCY METRICS IN PRODUCTION
SYSTEMS A LITERATURE REVIEW AND SURVEY**

**4. Ljupco Petkukeski, LLM, Marko Andonov, Zoran
Mihajloski, Kate Trajkova**

University American College Skopje, Macedonia

**THE INTERNAL CONTROL IN JOINT STOCK COMPANIES –
NECESSITY OR CHALLENGE**

**5. Dejan Riznić, Radmilo Nikolić, Aleksandra Fedajev,
Tamara Rajić**

University of Belgrade, Technical faculty in Bor, Management
Department

**STRATEGIC MANAGEMENT CONCEPT AND MARKET
RESTRUCTURING AS A RESPONSE TO CHALLENGES
DURING THE GLOBAL CRISIS**

6. Suzana Bursać, Ivana Knežević

Coreside, 115v, Mihajla Pupina Blvd., Belgrade

**THE ROLE AND IMPORTANCE OF LEADERSHIP
IN MANAGING CHANGE**

**7. Nemanja Sremčev, Đorđe Lazarević, Milovan Lazarević,
Nikola Suzić**

Fakultet Tehničkih Nauka, Novi Sad, Srbija

**INFORMATION MANAGEMENT OF
DISTRIBUTED PRODUCTION SYSTEMS**

**8. Saša Stamenković¹, Milan Stamatović², Đurđica
Vukajlović³**

1-Siemens, Beograd; 2-Univerzitet Metropolitan, Beograd; 3-
Univerzitet Privredna akademija u Novom Sadu,

MANAGEMENT OF CHANGES AND CRISIS MANAGEMENT

**9. Radovan Vladislavljević¹, Milan Janković², Vladan
Nikolić³**

1 – Fakultet za menadžment Sremski Karlovci; 2– FORKUP Novi
Sad; 3 - CHEMICO

**MANAGING VIRTUAL TEAM IN NEW
PRODUCT DEVELOPMENT PROCESS**

10. Tatjana Stojadinović

Faculty of European Business and Marketing,
European University Belgrade

**MARKETING MANAGEMENT - THE IMPORTANCE
OF CREATING A BRAND AND ITS RELATIONSHIP
WITH A CONSUMER TODAY**

D i s k u s i j a / Discussion

KONFERENCIJA O STRATEGIJSKOM MENADŽMENTU

MAY CONFERENCE ON STRATEGIC MANAGEMENT

25.05.2012. 19⁰⁰-20⁰⁰

(Konferencijska sala B – Room B)

Predsedavajući/Chairman: A. Fedajev, P. Jeftić

**1. Ljiljana Stošić Mihajlović¹, Petronije Jevtić², Marjana
Merkac Skok²**

1-Visoka škola primenjenih strukovnih studija u Vranju, 2-Fakultet
za komercijalne in poslovne vede, Celje, Slovenia

BUSINESS ETHICS AND ENVIRONMENT PROTECTION

**2. Ljiljana Stošić Mihajlović¹, Petronije Jevtić², Beno
Klemencić²**

1-Visoka škola primenjenih strukovnih studija u Vranju, 2- Visja
stukovna sola, Murska Sobota, Slovenia

**PLACE OF THE CRISIS PR AND ITS ORGANIZATION IN
STRATEGIC MANAGEMENT**

3. Petronije Jevtić¹, Ljiljana S. Mihajlović², Janko Čakš²

1-Visoka škola primenjenih strukovnih studija u Vranju, 2-Fakultet
za poslovne in komercijalne vede, Celje, Slovenia

TRADE AND QUALITY MANAGEMENT SYSTEM

**4. Petronije Jevtić¹, Ljiljana Stošić Mihajlović², Marko
Podbreznik²**

1-Visoka škola primenjenih strukovnih studija u Vranju, Srbija
2-Fakultet za komercijalne in poslovne vede, Celje, Slovenia

**STRATEGIC MANAGEMENT AND ITS APPLICATION TO
SMALL ENTERPRISES**

5. Kimo Cavdar

University American college Skopje, Republika Makedonija

**PRE-COMPANY AS A BASIS FOR BEGINNING TO REALIZE
THE ENTREPRENEURSHIP (according to Law for Trade
Companies of Republic of Macedonia)**

6. Dragana Gašević, Marija Lazarević

Visoka poslovna škola strukovnih studija Novi Sad

**USAGE JUSTIFICATION AND EFFECT OF SALES
PROMOTION MEASUREMENT**

7. Artur Bobovnický, Anna Zauskova, Adam Madlenak

FMK UCM Trnava, Slovakia

**THE IMPORTANCE OF THE INNOVATIONS AS A SOURCE OF
COMPETITIVE ADVANTAGE AND HOW SLOVAKIA IS
SUPPORTING THEM**

8. Vasil Stamboliski, Vancho Donev, Radmil Polenakovik

BAS-Business Academy Smilevski, Skopje

**IMPROVING OF THE ORGANIZATIONAL STRUCTURE IN
THE AFTER-SALES OF VEHICLES, BY ESTABLISHING AND
DEVELOPING OF EFFECTIVE TEAMS**

9. Snezhana Hristova

School of Business Administration, University American College,
Skoplje, Macedonia

**SIGNIFICANCE OF LOCAL ECONOMIC DEVELOPMENT
STRATEGIES FOR MACEDONIAN MUNICIPALITIES**

10. Abdullbaset Alesawi

**STATUS AND CONSERVATION OF FISH STOCKS IN LIBYA
ABSTRACT**

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21⁰⁰ Svečana večera – Banquet dinner

KONFERENCIJA O STRATEGIJSKOM MENADŽMENTU

MAY CONFERENCE ON STRATEGIC MANAGEMENT

26.05.2013. 9⁰⁰-12⁰⁰

(Konferencijska sala A – Room A)

Predsedavajući/Chairman: M. Arsić, I. Jovanović

1. Vlado N. Radić, Rade Stanković, Slađana Vujičić

Visoka škola za poslovnu ekonomiju i preduzetništvo, Beograd

STABILITY OF THE ORGANIZATION

2. Vlado Radić, Rade Stanković, Saveta Vukadinović

Visoka škola za poslovnu ekonomiju i preduzetništvo, Beograd,

THE NECESSITY OF REENGINEERING

3. Milica Arsić, Živan Živković

University of Belgrade, Technical faculty in Bor, Management Department

ANALYSIS OF AIR QUALITY MONITORING STATIONS USING MULTIVARIATE METHOD

4. Branislav Živković

Tehnička škola Žagubica

TOURIST DESTINATION MANAGEMENT – THE CHANGE OF SHAPE AND CHARACTER

5. Slobodan Denić, Zoran Milićević, Jelena Premović
EFFECT OF INVESTMENT ACTIVITIES IN IMPROVING GLOBAL COMPETITIVENESS OF SMALL AND MEDIUM ENTERPRISES

6. Ljiljana Arsić, Slobodan Denić, Jelena Premović
PRODUCTIVE ENTREPRENEURSHIP AS A GLOBAL GENERATOR OF ECONOMIC GROWTH

7. Marija Lazarević – Moravčević¹, Slavica Stevanović², Grozdana Belopavlović¹

1- Beogradska bankarska akademija, 2-Institut ekonomskih nauka, Beograd, Srbija

THE ROLE AND IMPORTANCE OF SMALL AND MEDIUM ENTERPRISES IN MARKET DEVELOPED AND DEVELOPING ECONOMIES

8. Kate Trajkova¹, Marko Andonov¹, Snezana Kostovska-Frckovska², Deni Gorčevski

University American College, Skoplje, Macedonia

INFLUENCE OF ORGANIZATIONAL COMMUNICATION FLOWS ON THE LEVEL OF AFFECTIVE COMPONENT OF ORGANIZATIONAL COMMITMENT

D i s k u s i j a

9. Mende Solunčevski¹, Lidija Stefanovska²

1-Ministry of Defense, R. Makedonija, 2-BAS Institute of management Bitola, R. Makedonija,

CREATING COMPETITIVE ORGANIZATIONAL STRATEGY BY IMPLICATING THE FUNNEL METHOD

10. Valentin Konja, Dejan Matić

Univerzitet u Novom Sadu, Fakultet Tehničkih Nauka, Srbija

THE ROLE OF HR MANAGEMENT IN THE ENGINEERING MANAGEMENT

11. Vesela Radović¹, Dušanka Lečić², Petar Mitić², Neda Raspopović²

1-Univerzitet Educons, Faculty for Applied Security, Sremska Kamenica ;2-Univerzitet Educons, Faculty of Business Economy, Sremska Kamenica

BUSINESS CRISIS AND CONTINUITY MANAGEMENT – THEORETICAL AND INFORMATION BACKGROUND

12. Ivan Jovanović

Univerzitet u Beogradu, Tehnički fakultet u Boru

RISK ANALYSIS OF THE PROJECT “BUILDING A HOUSE”

13. Dragan Ilić, Sandra D. Brkanlić, Lazar N. Ožegović, Tatjana N. Vučurević

Fakultet za ekonomiju i inženjerski menadžment, Beograd
THE PRICE AS INSTRUMENT OF MARKETING MIX IN INTERNATIONAL MARKETING

14. Dragan Ilić, Sandra D. Brkanlić, Lazar N. Ožegović, Tatjana N. Vučurević

Fakultet za ekonomiju i inženjerski menadžment, Beograd
KNOWLEDGE AS A RESOURCE MANAGEMENT AND ITS IMPACT ON ECONOMIC GROWTH

15. Dragan Ilić, Sandra D. Brkanlić, Lazar N. Ožegović, Tatjana N. Vučurević

Fakultet za ekonomiju i inženjerski menadžment, Beograd
INTERNATIONAL MARKETING STANDARDIZATION

16. Dragan Ilić, Sandra D. Brkanlić, Lazar N. Ožegović, Tatjana N. Vučurević

Fakultet za ekonomiju i inženjerski menadžment, Beograd
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17. Joanna Mikoajczyk, Magorzata Jasiulewicz-Kaczmarek, Mariusz Piechowski

Politechnika Poznańska, Poznań Poland

THE POSSIBILITY OF USING THE COMPUTER SOFTWARE TO IMPLEMENT AND CARRY OUT FMEA ANALYSIS IN THE COMPANY

18. Agnieszka MISZTAŁ

Poznan University of Technology, Poznań, Poland

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19. Nemanja Kostić, Aleksandra Kostić, Dragan Manasijević

Elektrotehnički Fakultet Univerziteta u Beogradu

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20. Jelena Vojnović, Stevan Tomašević, Dragana Drinić

Visoka poslovna škola strukovnih studija, Novi Sad

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21. Adriana Radosavac, Jelena Premović, Zoran Milićević
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22. Jelena Premović, Ljiljana Arsić, Slavoljub Vujović
SUSTAINABLE DEVELOPMENT AS A MANAGEMENT CONCEPT OF TODAY

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26.05.2013. 9⁰⁰-12⁰⁰

(Konferencijska sala B – Room B)

Predsedavajući/Chairman: I. Mihajlović, Đ. Nikolić

12⁰⁰-12¹⁵ kafe pauza

KONFERENCIJA O STRATEGIJSKOM MENADŽMENTU

MAY CONFERENCE ON STRATEGIC MANAGEMENT

26.05.2012. 12¹⁵-14⁰⁰

(konferencijska sala A/ Room A)

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1. Galena Slavova

Sofija University, Bulgaria

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2. Dubravka Škunca

Visoka škola modernog biznisa, Beograd

EDUCATION IN THE PURPOSE OF IMPROVING COMPETITIVENESS OF REPUBLIC OF SERBIA

3. Danijela Voza, Milovan Vuković

University of Belgrade, Technical Faculty in Bor, Management Department

UTILITY OF MULTIVARIATE STATISTICAL TECHNIQUES IN SURFACE WATER QUALITY EVALUATION– CASE STUDY: THE DANUBE RIVER

4 Jasmina Pavlović, Danijela Lalić, Slavica Cicvarić-Kostić, Darko Stefanović, Jovanka Vukmirović

THE USE OF ELECTRONIC SERVICES AND BARRIERS TO ADOPTION OF E-GOVERNMENT SERVICES AMONG BUSINESS ENTITIES

5. Rade Stanković, Vlado Radić, Slađana Vujičić

V PEP Beograd, Srbija

THE ADVANTAGES AND LIMITATIONS OF VIRTUAL WORK PLACES

6. Rade Stanković, Vlado Radić, Saveta Vukadinović

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ORGANIZATIONAL CULTURE OF COMPANIES WITH VIRTUAL WORK PLACES

7. Danijela Glušac, Milica Stanković, Marija Lazarević, Dragana Gašević

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THE CONSUMERS RIGHT ON INFORMATION AS A GOAL OF TRADE POLICY

8. Danijela Glušac, Marija Lazarević, Dragana Gašević, Milica Stanković

Visoka poslovna škola strukovnih studija u Novom Sadu,

CONSUMER PROTECTION LAW IN TOURIST CONTRACTS AS A GOAL OF TRADE POLICY

9. Ramona Markoska

VIRTUAL ONLINE UNIVERSITY AS A DIGITAL EDUSYSTEM - WORKING CONCEPT AND STRATEGY FOR FURTHER DEVELOPMENT

10. Milan V. Mihajlović¹, Milanko Mučibabić²

1-University Metropolitan, Belgrade, Serbia; 2-Faculty of sport science, Pan European University „Apeiron“, Banja Luka, The Republic of Srpska

IMPORTANCE OF SECURITY MANAGEMENT IN SPORT

11. Snežana Urošević

Technical faculty in Bor, Management department

CAREER MANAGEMENT AND CAREER SUCCESS

12. Nada Staletić, Dragoljub Martinović, Aleksandar Simović, Predrag Staletić

Visoka škola elektrotehnike i računarstva, Beograd

MAILING LIST - SUPPORT THE EDUCATIONAL PROCESS IN HIGHER EDUCATION

13. Kristina Krsteska

BAS Institute of Management - Bitola

THE HR ROLES OF STRATEGIC BUSINESS PARTNER AND DEVELOPMENT OF HUMAN RESOURCE SYSTEMS AND THE STRATEGIC FOCUS ON QUALITY AND SPEED: A SITUATION IN MACEDONIA (Econometrics' approach) 1 part

14. Kristina Krsteska

BAS Institute of Management - Bitola

THE HR ROLES OF HUMAN RESOURCE SERVICE PROVIDER AND AUDITING AND CONTROLLING AND THE FOCUS ON CORE BUSINESS AND KNOWLEDGE BASED STRATEGIES: A SITUATION IN MACEDONIA (ECONOMETRICS' APPROACH) 2 PART

KONFERENCIJA O STRATEGIJSKOM MENADŽMENTU

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26.05.2013. 12¹⁵-14⁰⁰

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1. Nemanja Damnjanović, Borko Somborac
MANAGEMENT OF RETAIL SPACE AS A LIMITED RESOURCE IN RETAIL ALLIANCES

2. Radmilo Nikolić¹, Vidoje Stefanović², Marija Stefanović³

1-Tehnički fakultet, Bor, 2- Prirodno-matematički fakultet, Niš, 3- Niška Banja

MANAGEMENT REVOLUTION – QUO VADIS SERBIA

3. Salem Ali Abuaisha, Miroslav Lutovac

Singidunum University, Belgrade

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4. Nenad Milijić, Ivan Mihajlović

University of Belgrade, Technical Faculty in Bor, Management Department

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5. Ernad Kahrović

Državni univerzitet Novi Pazar

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6. Tamara Rajić, Dejan Riznić, Nenad Milijić

Univerzitet u Beogradu, Tehnički fakultet u Boru

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7. Vojkan Bižić

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8. Biljana Ilić, Dragisa Stanujkić, Nebojša Simonović

Faculty of management, Zaječar

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9. Dusko M. Tomić

Fakultet primenjene bezbednosti, Univerzitet Educons Sremska Kamenica

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10. Gabrijela Popović, Dragisa Stanujkić, Nedeljko Magdalinić

Faculty of Management Zaječar, Megatrend University Belgrade

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11. Trandafilović Igor, Mihajlović Milena

Fakultet za menadžment Zaječar

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12. Trandafilović Igor¹, Damnjanović Sanja²

1-Fakultet za menadžment Zaječar, 2-Oštrelj, 19210 Bor

THE STUDY OF THE INFLUENCE OF PRICE CUTS ON CONSUMER BEHAVIOR

Diskusija

**STUDENTSKI SIMPOZIJUMA O STRATEGIJSKOM
MENADŽMENTU**

STUDENTS SYMPOSIUM ON STRATEGIC MANAGEMENT

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1. Danijela Rutović¹, Vuk Bevanda¹, Đurđica Carić²

1-Graduate School of Business Studies - Belgrade, Megatrend University, 2- Graduate School of Business Economy - Valjevo, Megatrend University

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2. Goran Babić

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3. Uroš Petrović, Ana Jurčić, Nikolina Vrcelj

Fakultet za poslovne studije, Megatrend univerzitet, Beograd

**MANAGING GLOBAL MARKETING STRATEGIES IN
INTERNATIONAL BUSINESS**

4. Uroš Bulut¹, Dragana Trifunović², Ivana Bulut²

1-Faculty of organizational science, Belgrade; 2-Graduate School of Business Studies - Belgrade, Megatrend University

**ROLE OF KNOWLEDGE AND THE CONSUMER IN THE
PROCESS OF INNOVATION**

5. Vuk Mihajlović

University of Belgrade, Technical Faculty in Bor, Management Department

**QUALITY, LOYALTY AND SATISFACTION OF CUSTOMERS
IN TOURISM**

6. Maja Sibinović, Sanja Nikolić

University in Belgrade, Technical Faculty in Bor

**SCIENTIFIC PAPERS PUBLICATION TREND AT
UNIVERSITIES IN SERBIA FOR PERIOD 2008-2013**

7. Nenad Nikolić

University of Belgrade, Technical Faculty in Bor, Management Department

**SISTEM APPROACH IN ANALYSIS OF INCREASEMENT OF
WEB SITE: WWW.SJM06.COM TRAFFIC**

8. Nenad Nikolić

University in Belgrade, Technical Faculty in Bor, Management Department

**DATA MINING IN THE FIELD OF LEAD-FREE SOLDER
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**9. Marija Milosavljević, Jasmina Nikolić, Nataša Janićijević
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University of Belgrade, Technical Faculty in Bor, Management Department

**APPLICATION OF A COBINED SWOT and Analytic
Hierarchy Process (AHP) ON THE CASE
OF „JASENOVAC“ MINE**

10. Milan Rondaš

Graduate School of Business Studies, Megatrend University, Belgrade

**IMPORTANCE OF INVESTMENT COMPANIES
IN RESEARCH AND DEVELOPMENT**

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