

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 in 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:  
[imihajilovic@tf.bor.ac.rs](mailto:imihajilovic@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 15<sup>th</sup> 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](mailto: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](mailto: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](http://www.brestovackabanja.co.rs)  
[bbanjaskruna@gmail.com](mailto:bbanjaskruna@gmail.com)

**Klub RTB Bor**

Brestovačka banja 19216  
+381 30 477 009, +381 30 477 010  
[www.rtbklub.rs](http://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 17<sup>00</sup> to 20<sup>00</sup>  
May 30, 2015 from 8<sup>00</sup> to 20<sup>00</sup>  
May 31, 2015 from 8<sup>00</sup> to 12<sup>00</sup>

## INFORMATIONS

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President of the conference Organizational Board Ivan Mihajlović

[imihajlovic@tf.bor.ac.rs](mailto:imihajlovic@tf.bor.ac.rs) and [imihajlovic@emd.edu.rs](mailto:imihajlovic@emd.edu.rs)

Mobile tel. number: +381 64 227 36 21

## OPŠTI PROGRAM / GENERAL PROGRAM

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### **Petak 29.05.2015. (Friday 29.05.2015)**

Dolazak gostiju – Arrival of participants

17<sup>00</sup>-20<sup>00</sup>Registracija učesnika (Registration)

### **Subota 30.05.2015. (Saturday 30.05.2015)**

08<sup>00</sup>-09<sup>00</sup>Prijem i registracija učesnika (Registration)

09<sup>00</sup>-09<sup>30</sup>Otvoranje konferencije (Official opening)

09<sup>30</sup>-10<sup>30</sup>Plenarna predavanja – Plenary lectures

(Sala A – Room A)

10<sup>30</sup>-11<sup>00</sup>Kafe pauza (Coffee break)

11<sup>00</sup>-13<sup>30</sup>Rad po sekcijama - Conference sessions

(Sala A – Room A)

13<sup>30</sup>-15<sup>00</sup>Ručak (Lunch)

15<sup>00</sup>-16<sup>30</sup> Rad po sekcijama - Conference sessions

Sala A i B – Room A and B)

16<sup>30</sup>-17<sup>00</sup>Kafe pauza (Coffee break)

17<sup>00</sup>-18<sup>30</sup>Rad po sekcijama - Conference sessions

Sala A i B – Room A and B)

18<sup>30</sup>-19<sup>00</sup>Kafe pauza (Coffee break)

19<sup>00</sup>-20<sup>00</sup>Rad po sekcijama - Conference sessions

(Sala A i B – Room A)

21<sup>00</sup> Svečana večera (Banquet dinner)

### **Nedelja 31.05.2015. (Sunday 31.05.2015)**

09<sup>00</sup> - 11<sup>00</sup>Studentski simpozijum o strategijskom menadžmentu –

Students symposium on strategic management

(Sala A – Room A)

13<sup>30</sup> Zatvaranje skupa (Official closure)

12<sup>00</sup> – 13<sup>30</sup> Round Table –Possibilities for cooperation in research and development projects (Horizon 2020, Erasmus, and other initiatives)

## MAY CONFERENCE ON STRATEGIC MANAGEMENT

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**30.05.2015. 09<sup>00</sup>-11<sup>30</sup>**

**(Konferencijska sala A – Room A)**

**Predsedavajući/Chairman: Ž.Živković, I.Mihajlović**

**09<sup>00</sup>-09<sup>30</sup>: 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**

**09<sup>30</sup>-10<sup>30</sup> 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. Stanimirović<sup>1</sup>, Nebojša V. Stojković<sup>2</sup>**

*<sup>1</sup>University of Niš, Faculty of Sciences and Mathematics; <sup>2</sup>Faculty of Economics, Niš, Serbia*

**INITIALIZATION OF THE SIMPLEX ALGORITHM**

**Kafe pauza/ Coffee Break**

## MAY CONFERENCE ON STRATEGIC MANAGEMENT

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**30.05.2015. 11<sup>30</sup>-13<sup>30</sup>**

**(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. <sup>1</sup>Natalia L. Minayeva, <sup>1</sup>Nina A. Pecherskaya, <sup>2</sup>Farida U. Chankhieva**

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

**ASSESSMENT CENTER AS A METHOD OF ASSESSING LEADERSHIP POTENTIAL LEADER**

**8. Natalia B. Safronova<sup>1</sup>, Alexey R. Urubkov<sup>2</sup>, Ludmila V.Tkachenko<sup>3</sup>**

*<sup>1</sup>Russian Presidential Academy of National Economy and Public Administration (RANEPA), Chair of management and marketing; <sup>2</sup>RANEPA, Chair of business process management in the sphere of production and service; <sup>3</sup>Russia<sup>3</sup>, Russia*

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

**9. Duška Pešić<sup>1</sup>, Aleksandar Pešić<sup>2</sup>, Slavko Ivković<sup>2</sup>**

<sup>1</sup> Information Technology School, ComTrade Technology Centre, Belgrade, Serbia; <sup>2</sup> 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 Oludele<sup>1</sup>, Faremi Elijah Idowu<sup>2</sup>, Adesina Ekundayo James<sup>2</sup>**

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

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

**12. Dusko Tomic<sup>1</sup>, Srdjan Tomic<sup>1</sup>, Ljubica Tomic<sup>2</sup>**

<sup>1</sup> Fakultet za inženjerski menadžment, Alfa univerzitet, Serbia;

<sup>2</sup> London School of Commerce, Metropolitan Cardiff University, United Kingdom

**STRATEGIC CONCEPT OF HUMAN RESOURCES MANAGEMENT BY INTELLIGENCE SERVICE MEMBER**

*D i s k u s i j a / 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 Oludele<sup>1</sup>, Faremi Elijah Idowu<sup>2</sup>, Adesina Ekundayo James<sup>2</sup>**

<sup>1</sup> Olabisi Onabanjo University, Department of Sociology; <sup>2</sup> 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 Oludele<sup>1</sup>, Faremi Elijah Idowu<sup>2</sup>, Adesina Ekundayo James<sup>2</sup>**

<sup>1</sup> Olabisi Onabanjo University, Department of Sociology; <sup>2</sup> 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**

*D i s k u s i j a / Discussion*

**Ručak / Lunch**

**MAY CONFERENCE ON STRATEGIC MANAGEMENT**

**30.05.2015. 15<sup>00</sup> - 16<sup>30</sup>**

**(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 Loncar<sup>1</sup>, Svetlana Cicmil<sup>2</sup>**

<sup>1</sup> University of Belgrade, Faculty of Economics; Serbia; <sup>2</sup> 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 Ristić<sup>1</sup>, Žarko Ristić<sup>2</sup>**

<sup>1</sup> Fakulteta za poslovnoindustrijski menadžment, Serbia;

<sup>2</sup> Univerzitet za poslovne studije Banja Luka, Bosnia and Herzegovina

**FISCAL MANAGEMENT OF MACROECONOMICS**

**6. Nenad Nikolić<sup>1</sup>, Zhaklina Dhama<sup>2</sup>, Peter Schulte<sup>3</sup>, Ivan Mihajlović<sup>1</sup>, Vasilika Kume<sup>2</sup>**

<sup>1</sup> University of Belgrade, Technical Faculty in Bor, Management Department, Serbia; <sup>2</sup> University of Tirana, Albania; <sup>3</sup> 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**

*D i s k u s i j a / 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 Randelović<sup>1</sup> Živan Živković<sup>2</sup>**

<sup>1</sup> 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 Stefanovska<sup>1</sup>, Mende Soluncevski<sup>2</sup>**

<sup>1</sup> BAS Institute of Management Bitola, Business Academy Smilevski

BAS Skopje; <sup>2</sup> 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. 15<sup>00</sup>-16<sup>30</sup>**  
**(Konferencijska sala B - Room B)**  
**Predsedavajući/ Chairman: Đ. Nikolić, Mirko Tripunoski**

**1. Marijan Stevanovski<sup>1</sup>, Marjan Mladenovski<sup>2</sup>**  
*<sup>1</sup>MIT University Skopje, <sup>2</sup>Euro 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. 17<sup>00</sup>-18<sup>30</sup>**  
**(Konferencijska 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 Đorđević<sup>1</sup>, Safet Kurtović<sup>2</sup>**  
*<sup>1</sup>State University Novi Pazar, Serbia; <sup>2</sup>University Dzemat Bijedic Sarajevo, Faculty of Economics, Bosnia and Herzegovina*  
**STRATEGIC APPROACH TO CORPORATE GOVERNANCE AND FOREIGN DIRECT INVESTMENT – THE WESTERN BALKANS**

**3. Jusuf Borić<sup>1</sup>, Sulejman Muhamedagić<sup>2</sup>, Mirsada Oruč<sup>3</sup>**  
*<sup>1</sup>JKP"Zenicatransprevozputnika"d.d.Zenica; <sup>2</sup>,  
<sup>3</sup>Fakultetzametalurgijaimaterijale, 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, Kosovo*  
**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 INTERNATIONAL 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 Jevtić<sup>1</sup>, Ljiljana Stošić Mihajlović<sup>1</sup>, Jasmina Starc<sup>2</sup>

<sup>1</sup>Visoka škola primenjenih strukovnih studija, Vranje, Serbia;

<sup>2</sup>Fakultet 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 – CUSTOMER**

*D i s k u s i j a / Discussion*

30.05.2015.17<sup>00</sup>-18<sup>30</sup>

(KonferencijskasalaB – Room B)

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

### 1. Filip Jovanović<sup>1</sup>, Nenad Milijić<sup>2</sup>, Ivan Mihajlović<sup>2</sup>

<sup>1</sup>Mozzart d.o.o. Belgrade; <sup>2</sup>University 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 Zarevski<sup>1</sup>, Gordana Nikčevska<sup>2,3</sup>, Tamara Kjupeva<sup>2</sup>

<sup>1</sup>Ss. Cyril and Methodius University in Skopje, Faculty of

Philosophy – Skopje; <sup>2</sup>SUGS Gimnazija Orce Nikolov – Skopje;

<sup>3</sup>Biznis 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 Roganović<sup>1</sup>, Biljana Stankov<sup>1</sup>, Sonja Marjanski Lazić<sup>2</sup>

<sup>1</sup>Higher School of Professional Business Studies in Novi Sad;

<sup>2</sup>Secondary 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 Nikolić<sup>1</sup>, Aleksandra Fedajev<sup>1</sup>, Igor Svrkota<sup>2</sup>, Andon Kostadinović<sup>3</sup>, Slobodan Mladenović<sup>4</sup>

<sup>1</sup>University of Belgrade, Technical Faculty in Bor, Engineering

Management Department; <sup>2</sup>University of Belgrade, Technical

Faculty in Bor, Mining Engineering Department; <sup>3</sup>High 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 Đurić<sup>1</sup>, Suzana Randelović<sup>2</sup>, Ivan Ivanović<sup>3</sup>

<sup>1</sup>Timočki omladinski centar, Zaječar; <sup>2</sup>Narodi muzej, Leskovac;

<sup>3</sup>Fakultet 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. 19<sup>00</sup>-20<sup>00</sup>**

*(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 Kalinić<sup>1</sup>, Miladin Kalinić<sup>2</sup>, Radovan Vladislavljević<sup>2</sup>**

*<sup>1</sup> Prirodno matematički fakultet, Novi Sad; <sup>2</sup> Visoka škola strukovnih studija za menadžment i poslovne komunikacije, Sremski Karlovci, Serbia*

**THE IMPACT OF MOBILE TECHNOLOGY ON THE DEVELOPMENT OF E-BUSINESS**

**4. Živan Živković<sup>1</sup>, Dragica Lazić<sup>2</sup>, Djordje Nikolić<sup>1</sup>, Predrag Djordjević<sup>1</sup>, Ivan Mihajlović<sup>1</sup>, Isidora Milošević<sup>1</sup>**

*<sup>1</sup> Technical Faculty Bor, University of Belgrade, Serbia; <sup>2</sup> University 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 Vuković<sup>1</sup>, Dejan T. Riznić<sup>2</sup>, Milovan Vuković<sup>2</sup>, Danijela Durkalić<sup>2</sup>**

*<sup>1</sup> High Railway school Belgrade; <sup>2</sup> University in Belgrade, Technical Faculty in Bor, Serbia*

**MODERN APPROACH OF MARKETING COMMUNICATIONS**

**6. Ivica Nikolić<sup>1</sup>, Ivana Jovanović<sup>2</sup>, Ivan Mihajlović<sup>1</sup>, Igor Miljanović<sup>3</sup>**

*<sup>1</sup> University of Belgrade, Technical Faculty in Bor, Management Department, Bor; <sup>2</sup> Mining and Metallurgy Institute Bor; <sup>3</sup> Faculty 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 Milutinović<sup>1</sup>, Andon Kostadinović<sup>2</sup>**

*<sup>1</sup> Fakultet poslovne ekonomije, Sremska Kamenica; <sup>2</sup> Fakultet 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 ENVIROMENT**

**12. Danijela Durkalić**

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

**CREATING MARKETING STRATEGY FOR SALE NEW PRODUCT**

**13. Slobodan Radosavljević<sup>1</sup>, Nikola Ille<sup>2</sup>**

*<sup>1</sup> RB Kolubara, Lazarevac; <sup>2</sup> The Wolrd Bank, Belgrade, Serbia*

**ACTION PLAN FOR MITIGATION AND MONITORING OF ENVIRONMENTAL IMPACT OF PROJECTS ATYPICAL MINING WITH RISK ANALYSIS**

**14. Slobodan Radosavljević<sup>1</sup>, Milan Radosavljević<sup>2</sup>, Jovana Radosavljević<sup>2</sup>**

*<sup>1</sup> RB "Kolubara", Lazarevac; <sup>2</sup> GO Lazarevac, Serbia*

**REDESIGN STICK CONSTRUCTION WORKING WHEEL SRS 1200 \*22/2, AND RISK ANALYSIS**

*D i s k u s i j a / Discussion*

**21<sup>00</sup> Svečana večera/ Banquet dinner**

**Sunday 31.05.2015. 12<sup>00</sup>-13<sup>30</sup>**

*(Konferencijska salaA – 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. 9<sup>00</sup>-11<sup>00</sup>**

*(Konferencijska salaA – 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 I 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 Božinović<sup>1</sup>, Milica Niculović<sup>1</sup>, Dragan Randelović<sup>2</sup>**

*<sup>1</sup> University of Belgrade, Technical faculty in Bor, Serbia;*

*<sup>2</sup> Association 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 VLASOTINCANIN“ 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 Domanović<sup>1</sup>, Stefan Lukić<sup>2</sup>, Mladen Stanković<sup>1</sup>**

<sup>1</sup>Fakultet zaštite na radu, Univerzitet u Nišu; <sup>2</sup>Prirodno-matematički fakultet, Univerzitet u Novom Sadu, <sup>3</sup>Fakultet 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*

**13<sup>30</sup> – Zatvaranje konferencije (Official closure)**

**(Konferencijska sala A / Room A)**

**Predsedavajući/ Chairman: I. Mihajlović**

**PUBLICATIONS:**

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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](http://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.

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**W E L C O M E !!!**