

UNIVERSITY OF BELGRADE, SERBIA

TECHNICAL FACULTY IN BOR



***X International  
May conference on  
strategic management  
IMKSM 2014***

***PROGRAM***

***Hotel «JEZERO»  
Bor  
23. – 25. 05. 2014.***

**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 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.

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 send to:  
[imihajlovic@tf.bor.ac.rs](mailto: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 previously described procedure*

**ACCOMMODATION PRICES IN THE HOTEL «JEZERO»**

Single room (1/1): 3150 to 4400 din  
Double room / per person (1/2): 2700 to 3950 RSD

**Room reservations should be made before 15<sup>th</sup> of May 2014!**

Hotel has its own parking lot.

**Reception:** +381(30)482-940

**Reservation:**+381(30)482-340

**Fax:** +381(30)482-440

**E-mail:** [prodaja@hoteljezero.rs](mailto:prodaja@hoteljezero.rs)

[office@hoteljezero.rs](mailto:office@hoteljezero.rs)

<http://www.hoteljezero.rs/galerija/>

**ALTERNATIVE ACCOMMODATION IN BOR**

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

**Hotel Albo Bor**

Tel/fax. 030/24 96 962, 24 96 964  
<http://www.hotel-albo.rs>  
[office@hotel-albo.rs](mailto:office@hotel-albo.rs)

**Srpska Krupa**

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.proqnozavremenska.com/srbija/bor.html>

**TIME AND VENUE**

The conference will be held from 23 - 25 May 2014 at the Hotel Lake, at Lake Bor.

The Conference Office will be opened by the following schedule:

May 23, 2014 from 16<sup>00</sup> to 20<sup>00</sup>

May 24, 2014 from 8<sup>00</sup> to 20<sup>00</sup>

May 25, 2014 from 8<sup>00</sup> to 14<sup>00</sup>

## **INFORMATIONS**

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Ivan Mihajlović

[imihajlovic@tf.bor.ac.rs](mailto:imihajlovic@tf.bor.ac.rs) and [projman@bitsyu.net](mailto:projman@bitsyu.net)

Mobile tel. number: +381 64 227 3621

## **OPŠTI PROGRAM / GENERAL PROGRAM**

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### **Petak 23.05.2014. (Friday 23.05.2014)**

Dolazak gostiju – Arrival of participants

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

### **Subota 24.05.2014. (Saturday 24.05.2014)**

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

09<sup>00</sup>-09<sup>30</sup> Otvaranje 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 and B)

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

### **Nedelja 25.05.2014 (Sunday 25.05.2014)**

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

(Sala A i B – Rooms A and B)

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

12<sup>00</sup> - 14<sup>00</sup> Studentski simpozijum o strategijskom menadžmentu –

Students symposium on strategic management

(Sala A – Room A)

14:00 – 15:00 Ručak i odlazak učesnika – Lunch and departure of participants

### **Nedelja 25.05.2015 (Sunday 25.05.2014)**

(Sala C – Rooms C)

9:00 – 14:00 Okrugli sto "Mogućnosti za razvoj mreže poslovnih klastera MSMA iz Srbije i Višegrad grupe (V4) zemlja, za participante koji su prijavili učešće.

9:00 – 14:00 Workshop and round *Possibilities for development of Business Cluster network between SMEs from Visegrad countries and Serbia*, for participant who applied for this event

## **MAY CONFERENCE ON STRATEGIC MANAGEMENT**

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**24.05.2014. 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>: 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*

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

*(Sala A – Room A)*

**1. Dušan Teodorović**

*Faculty of Transport and Traffic Engineering, University of*

*Belgrade, Serbia*

**BEE COLONY OPTIMIZATION**

**2. Jozef Poor, Katalin Szabó, Marzena Stor, Zsuzsa**

**Karoliny, Kinga Kerekes, Monica Zaharie, Agnes Slavica,**

**Ruth Alas, Allen Engle, Geoffrey Woods**

*1-Faculty of Economics and Social Sciences, Szent István*

*University Hungary, 2- Szent István University, Gödöllő, Hungary;*

*3- Wroclaw University of Economics, Poland; 4- University of Pécs,*

*Pécs, Hungary; 5- Babes-Bolyai University, Cluj-Napoca, Romania;*

*6- University of Novi Sad, Faculty of Economics Subotica, Serbia;*

*7- Estonian Business School, Tallin, Estonia; 8- Eastern Kentucky*

*University, Richmond (KY), U.S.*

**THE NEW TRENDS OF HUMAN RESOURCE MANAGEMENT**

**AT THE LOCAL SUBSIDIARIES OF MULTINATIONAL**

**COMPANIES IN LIGHT OF TWO CONSECUTIVE RESEARCH**

**SAMPLES IN CEE COUNTRIES**

**3. Dejan Petrović**

*University of Belgrade, Faculty of Organizational Sciences*

**CONTEMPORARY ASPECTS OF STRATEGIC PROJECT**

**MANAGEMENT**

**4. Ladislav Mura**

*Faculty of Social Sciences, University of Ss. Cyril and Methodius in Trnava, Slovak Republic*

**INTERNATIONAL MANAGEMENT AND ENTREPRENEURSHIP: CASE OF SLOVAK ENTERPRISES**

**Kafe pauza/ Coffee Break**

## **MAY CONFERENCE ON STRATEGIC MANAGEMENT**

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**24.05.2014. 11<sup>30</sup>-13<sup>30</sup>**

*(Konferencijska sala A – Room A)*

*Predsedavajući / Chairman: /I. Mihajlović, L. Stefanovska*

**1. Lidija Stefanovska<sup>1</sup>, Mende Solunecvski<sup>2</sup>**

*1-BAS Institute of Management Bitola, Business Academy*

*Smilevski BAS Skopje; Ministry of Defense, R. Macedonia*

**STRATEGIJSKO PLANIRANJE PREKO UPRAVLJANJA**

**STRATEGIJSKIM PITANJIMA I SLABIH SIGNALA U**

**OKRUŽENJU**

**2. Sadete Patush<sup>1</sup>, Vasilika Kume<sup>2</sup>**

*1-Agricultural University, Tirana; 2 -Faculty of Economy, Tirana*

*University, Albania*

**CHALLENGES IN MILK PROCESSING SECTOR IN ALBANIA**

**(TIRANA REGION)**

**3. Gordana Tasevska<sup>1</sup>; Goce Dzukleski<sup>2</sup>**

*1 - BAS Institute of management Bitola, Business Academy*

*Smilevski – BAS; 2- Menager of the National coordination center*

*for border management, R. Macedonia*

**ETHICS OF INTELLECTUAL PROPERTY IN BUILDING A**

**RECOGNIZABLE IMAGE FOR COMPETITIVE ADVANTAGE**

**4. Toni Soklevski**

*Biznis Akademija Smilevski – BAS, R. Macedonia*

**OPERATION MANAGERS IN COMPANIES WITH**

**MANUFACTURING ACTIVITY**

**5. Daniela Velkova**

*Business Academy Smilevski - BAS, Skopje, R. Macedonia*

**MODERN TEACHING METHODS FOR PART-TIME STUDIES**

**IN HIGHER EDUCATION**

**6. Vladimir Radovanović<sup>1</sup>, Snežana Đekić<sup>2</sup>, Blaga**

**Radovanović<sup>1</sup>**

*<sup>1</sup>Univerzitet u Nišu, Prirodno-matematički fakultet, <sup>2</sup>Univerzitet u*

*Nišu, Ekonomski fakultet, Serbia*

**FENOLNA ZRELOST GROŽĐA KAO IZVOR KONKURENTNE**

**PREDNOSTI NA TRŽIŠTU VINA**

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

**7. Marija Savić<sup>1</sup>, Predrag Djordjević<sup>1</sup>, Tanja Randjelović<sup>2</sup>, Zivan Živković<sup>1</sup>**

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

<sup>2</sup>Layher d.o.o, Belgrade, Serbia

**IMPACT OF QUALITY TOOLS APPLICATION ON BUSINESS PROCESSES AND PERFORMANCE OF THE COMPANY**

**8. Aleksandra Ljuština**

Kriminalističko-policijska akademija, Beograd, Serbia

**EKOLOŠKA BEZBEDNOST I MENADŽMENT ŽIVOTNE SREDINE**

**9. Joanna M. Moczydlowska, Urszula Widelska**

Lazarski university, Goniadz, Poland

**MOTIVATING MANAGERS EXPECTATIONS AND REALITY (POLISH EXPERIENCE)**

**10. Ivan Mihajlović, Živan Živković, Isidora Milošević, Predrag Đorđević**

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

**DEVELOPMENT OF THE ALGORITHM FOR SELECTION OF APPROPRIATE NUMERICAL MODELING APPROACH**

**11. Kristina Smiljković**

Fakultet zaštite na radu, Niš, Serbia

**PRIMENA EIA I SEA DIREKTIVE NA SISTEM RADNE I ŽIVOTNE SREDINE**

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

**12. Ivan Marković**

Ekonomski fakultet Niš, Univerzitet u Nišu, Serbia

**UTICAJ JEDINIČNIH TROŠKOVA RADA NA KONKURENTNOST PRIVREDE**

**13. Gamal Juma Ali Aboulgasem**

Libya

**MANAGEMENT OF ENVIRONMENTAL SECURITY IN LIBYA**

**14. Abdalghani Mohamed Ashkal, Lybia**

**ECONOMIC DEVELOPMENT IN LIBYA**

**15. Ljiljana Stošić Mihajlović, Petronije Jevtić**

Visoka škola primenjenih strukovnih studija, Vranje, Srbija,

**DETERMINATION OF ECONOMIC GROWTH SERBIAN EXCHANGE RATE CHANGES**

**16. Vasilij Kovalev**

Professor of The Economics and Organization Department Omsk State Technical University, Omsk, Russia

**INNOVATE OR DIE? BOB BEAMON VS SERGEY BUBKA**

**17. Ljiljana Savić<sup>1</sup>, Vladimir Radovanović<sup>2</sup>**

1- Fakultet tehničkih nauka Kosovska Mitrovaica,

2- Fakultet tehničkih nauka Čačak, Serbia

**ORGANIZACIJA VOĐENA STRATEGIJOM**

**18. Ljubodrag Ranković, Andrija Kostić**

Knjaz Miloš, Srbija

**VIŠE DIMENZIONALNO PRIBLIŽAVANJE REPUTACIJI ORGANIZACIJE**

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

**R u č a k / Lunch**

**MAY CONFERENCE ON STRATEGIC MANAGEMENT**

**24.05.2014. 15<sup>00</sup> -16<sup>30</sup>**

**(Konferencijska sala A - Room A)**

**Predsedavajući/Chairman: I. Mihajlović, S. Radosavljević**

**1. Dragan Nedeljковиć, Marko Jovanović, Katarina Simićević**

Fakultet za evropski biznis i marketing, Evropski Univerzitet, Serbia

**PRIMENA AHP METODE U MODELOVANJU KRITERIJUMA KOD RANGIRANJA REVIZORSKIH KUĆA U SRBIJI**

**2. Mimoza Allaraj, Vladimir Simić, Dragana Životić, Susanne Lind-Braucher**

Montanuniversität Leoben, Austria

**CHALLENGES OF AGGREGATE PLANNING - EXAMPLE OF SERBIA**

**3. Kristijan Ristic, Zarko Ristic**

University of Business Studies, Banja Luka, Bosnia and Herzegovina

**FINANCIAL MANAGEMENT AND BANKING MARKETING**

**4. Radovan Vladislavljević, Dragan Janjušić, Marina Simin, Bogdan Ivković**

Visoka strukovna škola MPK Sremski Karlovci, Srbija

**QUALITY MANAGEMENT AS A GENERATOR OF INCREMENTAL NEW PRODUCT DEVELOPMENT**

**5. Safronova Natalia<sup>1</sup>, Petrova Irina<sup>2</sup>**

1- Faculty of Real Estate Management, The Russian Presidential Academy of National Economy and Public Administration. 2-

Faculty of Management, The Herzen State Pedagogical University of Russia

**DEVELOPMENT AND POSITIONING STRATEGY OF A TOUR PRODUCT**

**6. Saša Vujić<sup>1</sup>, Slobodan Vujić<sup>2</sup>, Aida Abduzaimović<sup>1</sup>, Ibrahim Obhodaš<sup>2</sup>**

1-University "Vitez" Travnik, 2-VB Leasing BH, Sarajevo, BiH

**DIFFERENTIATING MICROCREDIT SERVICES IN BOSNIA AND HERZEGOVINA**

**7. Aleksandra Đurić<sup>1</sup>, Slađana Đurić<sup>2</sup>, Stanka Đurić<sup>3</sup>**

1- Ekonomski fakultet u Kragujevcu, 2 –Pravni fakultet u Kragujevcu, 3 – Ekonomski fakultet u Nišu, Serbia

**INOVACIJE U OBLASTI BANKARSKIH USLUGA**

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

**8. Violeta Cvetkoska<sup>1</sup>, Marko Danilov<sup>2</sup>**

1 - Ss. Cyril and Methodius University in Skopje, Faculty of Economics – Skopje, R. Macedonia;

2 - NLB Tutunska banka AD Skopje, R.Macedonia

**CANDIDATES RANKING FOR THE PROJECT MANAGER JOB POSITION: ABSOLUTE MEASUREMENT**

**9. Violeta Cvetkoska<sup>1</sup>, Petra Barisić<sup>2</sup>**

1- Ss. Cyril and Methodius University in Skopje, Faculty of Economics – Skopje, R. Macedonia; 2- University of Zagreb, Faculty of Economics and Business, Croatia

**MEASURING THE EFFICIENCY OF CERTAIN EUROPEAN COUNTRIES IN TOURISM: DEA WINDOW ANALYSIS**

**10. Daniela Georgieva Ilieva**

Angel Kanchev University of Ruse, Bulgaria

**STRATEGIC MANAGEMENT OF THE INNOVATION AND THE INNOVATION ACTIVITY IN THE SMEs IN THE DANUBE REGION OF THE REPUBLIC OF BULGARIA**

**11. Kristina Smiljković, Ivan Krstić, Amelija Đorđević**

Fakultet zaštite na radu, Niš, Serbia

**SWQI KAO INDIKATOR EKOLOŠKOG PROBLEMA DUŽTOKA REKE TOPLICE**

**12. Zoran Antić<sup>1</sup>, Svetlana Trajković<sup>2</sup>, Ljiljana Mihajlović<sup>2</sup>**

1-Gradonačelnik Grada Vranje, Gradska uprava

2 – Visoka škola primenjenih strukovnih studija, Vranje, Serbia

**PUBLIC PROPERTY AS THE ECONOMIC DEVELOPMENT OF LOCAL GOVERNMENT**

**13. Ernad Kahrović, Ivana Jovanović**

Državni univerzitet Novi Pazar,

Departman za ekonomske nauke, Serbia

**THE ROLE OF TQM AND BPR CONCEPTS IN ERA OF KNOWLEDGE ECONOMY**

**14. Ljiljana Stošić Mihajlović<sup>1</sup>, Petronije Jevtić<sup>2</sup>, Vaso Pajić<sup>3</sup>, Dragan Janjušić<sup>4</sup>**

1- College of Applied Professional Studies, 3 –Bjeljina, BiH,

4 - Visoka škola strukovnih studija za menadžment i poslovne komunikacije, Serbia

**TRUST ACQUIRED KNOWLEDGE - IN WORLD ORGANIZATION GOOD BOSS IS A LEADER**

**15. Petronije Jevtić, Ljiljana Stojić Mihajlović, Jasmina Starc<sup>2</sup>**

1-Visoka škola primenjenih strukovnih studija, Vranje, Serbia

2. Fakultet za poslovne in upravne vede, Novo Mesto, Slovenija

**TOP MANAGEMENT'S STAFF OPERATIONS**

**Diskusija / Discussion**

**24.05.2014 15<sup>00</sup>-16<sup>30</sup>**

**(Konferencijska sala B - Room B)**

**Predsedavajući/ Chairman: Đ. Nikolić, M. Dimitrova**

**1. Mariyan Genchev**

Technical University - Sofia, Bulgaria

**CLARIFICATION OF THE LIMITATIONS OF APPLYING OF MASS CUSTOMIZATION IN THE INDUSTRIAL ENTERPRISES**

**2. Srđan Borić, Ivana Andrić, Jovan Rude**

Palanka Servis, Serbia

**STRATEGIC MANAGEMENT OF TOURIST DESTINATION**

**3. Miodraga Stefanovska – Petkovska, Marjan Bojadziev, Vesna Velik - Stefanovska**

University American College Skopje, R. Macedonia

**TESTING HERZBERG'S DUALITY THEORY: ANALYZING JOB SATISFACTION AMONG STATE ADMINISTRATION EMPLOYEES**

**4. Dubravka Škunca**

Faculty of Business and Industrial, Management, Union University, Belgrade, Serbia

**5. Dubravka Škunca**

Faculty of Business and Industrial, Management, Union University, Belgrade, Serbia

**SWOT ANALYSIS OF SERBIAN ECONOMY**

**6. Jelena Vojnović, Slađana Plačkov, Koós László, Serbia**

**ANALYSIS AND FACTORS AFFECTING THE SERBIAN BALANCE OF PAYMENTS**

**7. Sibel Ahmedova, Darina Pavlova**

Technical University of Varna, Bulgaria

**REGIONAL COMPETITIVENESS AND CLUSTER APPROACH**

**8. Sibel Ahmedova, Darina Pavlova**

The Department of Economics and Management, Technical University of Varna, Bulgaria

**CLUSTERS – AN EFFECTIVE FORM OF INCREASING THE COMPETITIVENESS OF SMES**

**Diskusija / Discussion**

**9. Nemanja Damjanović, Serbia**

**FINANCIAL STATEMENTS AS THE BASIS FOR MODERN ENTERPRISES MANAGEMENT**

**10. Milan Majernik, Stefan Majernik**

STU Bratislava, Slovakia

**DUE DILIGENCE AND FINANCIAL ANALYSE**

**11. Ardelean Dorina, Anghelina Andrei**

Vasile Goldis Western University of Arad, Faculty of Economy, Romania

**THE ROLE OF CONSUMER PROTECTION IN RISK MANAGEMENT IN THE FOOD FIELD**

**12. Makedonka Dimitrova, Jaka Vadnja, Marjan Bojadziev, Ilijana Petrovska**

Faculty of Business Economics and Organisational Sciences, University American College Skopje, R. Macedonia

**SHOULD I BECOME AN ENTREPRENEUR OR AN EMPLOYEE: DILEMMAS OF STUDENTS IN MACEDONIA AND SLOVENIA**

**13. Makedonka Dimitrova, Ognen Dimitrov, Viktorija Eremeeva Naumoska, Maksim Naumovski**

Faculty of Business Economics and Organisational Sciences, University American College Skopje, R. Macedonia

**BUILDING CODE MYTH OR REALITY: EVIDENCE FROM THE WESTERN BALKANS**

**14. Ružica Milovanović**

Ekonomski fakultet u Kragujevcu, Univerzitet u Kragujevcu, Serbia

**15. Slobodanka Krivokapić**

Univerzitet Mediteran Crna Gora, Fakultet za poslovne studije, Podgorica, Montenegro

**PARTNERSHIP OF TOURISM AND AGRICULTURE – BASIS FOR COMPETITIVE ADVANTAGE**

**Diskusija / Discussion**

**Kafe pauza/ Coffee Break**

**MAY CONFERENCE ON STRATEGIC MANAGEMENT**

**24.05.2014. 17<sup>00</sup>-18<sup>30</sup>**

**(Konferencijska sala A - Room A)**

**Predsedavajući/ Chairman: I. Mihajlović, I.V.Kotlyarevskaya**

**1. Ljupcho Petkukjeski<sup>1,2</sup>, Marko Andonov<sup>2</sup>, Zoran Mihajloski<sup>2</sup>, Kristina Misheva<sup>3</sup>**

1-General Secretariat of the Government of the Republic of Macedonia, Skopje, 2 - School of Law, University American College Skopje, 3- Faculty of Law, University "Goce Delchev" Shtip, Shtip, Macedonia

**PARTICIPATION OF EMPLOYEES IN COMPANY MANAGEMENT - LEGAL BASIS FOR ITS IMPLEMENTATION IN THE REPUBLIC OF MACEDONIA**

**2. I.V.Kotlyarevskaya, Ye. V. Yazovskikh, L.I. Arnautova**

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

**INSIDE ORGANIZATION MARKETING: THEORETICAL APPROACH**

**3. Adriana Radosavac, Dunja Demirović, Sanja Đukić**

Poljoprivredni fakultet, Univerzitet u Novom sadu, Serbia

**SMALL AND MIDDLE ENTREPRENEURSHIP AS A FACTOR OF COMPETITION GROWTH**

**4. Ivana Jošanov-Vrgović<sup>A</sup>, Jelena Vemić-Đurković<sup>2</sup>, Nebojša Pavlović<sup>B</sup>**

1-Visoka škola modernog biznisa, Beograd; 2 – Univerzitet Educons, Sremska Kamenica; 3 – Fakultet za hotelijerstvo i turizam, u Vrnjačkoj Banji, Univerzitet u Kragujevcu; Serbia

**IMPORTANCE OF LEADERSHIP IN THE MANAGING OF ORGANIZATIONAL CULTURE IN CRISIS BUSINESS CONDITIONS**

**5. Ivana Jošanov-Vrgović<sup>A</sup>, Nebojša Pavlović<sup>B</sup>**

1-Visoka škola modernog biznisa, Beograd; 2 – Fakultet za hotelijerstvo i turizam, u Vrnjačkoj Banji, Univerzitet u Kragujevcu; Serbia

**AUTHENTIC LEADERSHIP AND ORGANIZATIONAL CULTURE**

**6. Tzveta Zafirova**

University of Economics, Varna, Bulgaria

**"STRATEGIC DRIFT" AND STRATEGIC CRISIS MANAGEMENT OF ORGANIZATION**

**7. Slađana Plačkov<sup>1</sup>, Vukica Majstorović<sup>2</sup>, Jelena Vojnović<sup>2</sup>**

<sup>1</sup>Ekonomski fakultet u Subotici, <sup>2</sup>Prirodno-matematički fakultet u Novom Sadu, Serbia

**SOCIAL RESPONSIBILITY OF COST - BENEFIT ANALYSIS (CBA) - THE EXAMPLE OF ENVIRONMENTAL PROTECTION**

**Diskusija / Discussion**

**8. M. Savic, P. Djordjevic, Dj. Nikolic, I. Mihajlovic, Z. Zivkovic**

University Of Belgrade, Technical Faculty In Bor, Serbia

**BAYESIAN INFERENCE FOR RISK ASSESSMENT OF THE POSITION OF STUDY PROGRAM WITHIN THE INTEGRATED UNIVERSITY - A CASE STUDY: ENGINEERING MANAGEMENT AT TECHNICAL FACULTY IN BOR, SERBIA**

**9. Duška Pešić<sup>1</sup>, Aleksandar Pešić<sup>2</sup>, Slavko Ivković<sup>2</sup>**  
1 - Visoka škola strukovnih studija za informacione tehnologije ITS, Novi Beograd; 2- Fakultet za poslovno industrijski menadžment, Beograd, Srbija  
**FUZZY MODEL ODREĐIVANJA OPTIMALNOG NIVOA PROIZVODNJE**

**10. Ivaylo Stoyanov**  
Head assistant PhD, Sofia, Bulgaria,  
**CHARACTERISTIC FEATURES IN MANAGEMENT OF THE BUSINESS PROCESSES OF THE ORGANIZATION**

**11. Slaviša Moljević<sup>1</sup>, Ranka Gojković<sup>2</sup>, Marko Lalović<sup>3</sup>**  
1-University of East Sarajevo, Faculty of Mechanical Engineering; 2 - University of East Sarajevo , Faculty of Mechanical Engineering; 3 - University of East Sarajevo , Faculty of Mechanical Engineering, BiH  
**INFRASTRUCTURE QUALITY DEVELOPMENT AND IMPACT ON REGIONAL DEVELOPMENT**

**12. Abdelaziz Hussin Mohammed**  
Libia  
**APPLICATION OF IFRS FOR THE PREPARATION OF FINANCIAL REPORTS IN THE OIL SECTOR IN LIBYA**

**13. Slobodan N. Bracanović**  
Ekonomski fakultet Kosovska Mitrovica, Srbija;  
**POPULATION AND CADRES AS THE FACTORS OF DEVELOPMENT**

**14. Pál Michelberger Jr.**  
Óbuda University, Keleti Faculty of Business and Management, Institute of Organisation and Management, Hungary  
**FROM RISK MANAGEMENT THROUGH ENTERPRISE SECURITY TO BUSINESS TRUST**

**15. Nenad Milijić, Dejan Bogdanović**  
University of Belgrade, Technical Faculty in Bor, Management Department, Serbia  
**APPLICATION OF CONTEMPORARY METHODS FOR PROJECTS SELECTION AND PRIORITIZATION IN PORTFOLIO**

**16. Anna Zaušková<sup>1</sup>, Zuzana Bezáková<sup>2</sup>**  
University of ss. Cyril and Methodius in Trnava/ Faculty of Mass Media of UCM, Slovakia  
**CLUSTER FOR INNOVATION AND GREEN TECHNOLOGIES**

*Diskusija / Discussion*

**24.05.2014 17<sup>00</sup>-18<sup>30</sup>**  
**(Konferencijska sala B – Room B)**  
**Predsedavajući/Chairman: Đ. Nikolić, R. Stasiak-Betlejewska**

**1. Anna Zaušková<sup>1</sup>, Adam Madleňák<sup>2</sup>**  
University of ss. Cyril and Methodius in Trnava/ Faculty of Mass Media of UCM, Slovakia  
**OPEN „GREEN” INNOVATION AS CHALLENGE FOR GLOBAL DEVELOPMENT IN THE 21ST CENTURY**

**2. Jovana Gligić – Dumonjić, Anja Gligić – Savić**  
Univerzitet za poslovne studije Banja Luka  
**THE ROLE OF QUALITY IN CONCEPT OF VALUE CHAIN IN TOURISM**

**3. MA Slađana Neogradi**  
Head of Branch Vršac Hypo-Alpe-adria. A.d. Beograd, Serbia  
**RATING AND EMPIRICAL MODELS**

**4. Saveta Vukadinović; Jovanka Popović, Vlado Radić**  
Visoka kola za poslovnu ekonomiju i preduzetništvo, Beograd, Serbia  
**THEORETICAL CONCEPT OF IDENTIFYING POSSIBLE DEVELOPMENT OPPORTUNITIES OF ENTREPRENEURSHIP IN SERBIA**

**5. Vojteski-Klijenak Dragana, Sljivic Slavoljub, Pavlovic Milenko**  
Faculty of Business Economics and Entrepreneurship, Serbia  
**PROBLEMS OF FUNCTIONING OF STATE AUDIT INSTITUTION**

**6. Vojteski-Klijenak Dragana, Sljivic Slavoljub, Pavlovic Milenko**  
Faculty of Business Economics and Entrepreneurship, Serbia  
**INFORMATION SUPPORT FOR THE LEAN CONCEPT OF COST MANAGEMENT**

**7. Renata Stasiak-Betlejewska**  
Czestochowa University of Technology, Poland  
**CONTEMPORARY STRATEGIES OF THE CONSTRUCTION INDUSTRY ON THE POLISH CONSTRUCTION EXAMPLE**

*Diskusija / Discussion*

**8. Renata Stasiak-Betlejewska**  
Czestochowa University of Technology, Poland  
**THE CONSTRUCTION ENTERPRISE IMAGE MANAGEMENT WITH INTERNET TECHNOLOGY APPLYING IN VISEGRAD COUNTRIES**

**9. Stanisław Borkowski, Renata Stasiak-Betlejewska**  
Czestochowa University of Technology, Poland  
**BOST AS THE INNOVATIVE RESEARCH METHODOLOGY IN THE STRATEGIC DEVELOPMENT FACTORS ANALYSIS**

**10. Leposava Jovanovic**  
Fakultetu za Menadzment u Zajecaru, Serbia  
**COMPETITION AND MARKET UNIVERSE**

**11. Timofeyeva Galina Vladimirovna<sup>1</sup>, Belikina Anna Vasil'evna<sup>2</sup>**  
<sup>1</sup>Volgograd State University, Russia; <sup>2</sup>Volgograd State University, Russia;  
**ABSOLUTE COST LEADERSHIP STRATEGY IN PRODUCTION OF OILSEEDS**

**12. Dragana Tančić, Serbia**  
**STRATEGY FOR CLEANER PRODUCTION IN INDUSTRY AS PART OF THE SUSTAINABLE DEVELOPMENT CONCEPT**

**13. Valentina Velinov<sup>1</sup>, Slavica Miletić<sup>2</sup>, Bojan Stojcetović<sup>3</sup>**  
1-Gradska uprava Zaječar, 2 – Institut za rudarstvo i metalurgiju Bor, 3– High technical school of vocational education, Serbia  
**PROGRAM MANAGEMENT OF PROJECT OF FILLING IN THE "JAMA" BOR IN ORDER TO PRESERVE THE GROUND SURFACE**

**14. Aleksandar Dejanović<sup>1</sup>, Slavka T. Nikolić<sup>2</sup>, Jelena Stanković<sup>2</sup>**  
<sup>1</sup>Modern Business School, <sup>2</sup>Faculty of Technical Sciences, University of Novi Sad, Serbia  
**INNOVATIVE CONCEPTS IN STRATEGIC MANAGEMENT**

**15. Radmila Micić**  
University of Priština, Faculty of Economics, Kosovska Mitrovica, Serbia  
**STABILIZATION OF ORGANIZATIONAL CHANGES THROUGH BY CHANGING THE ORGANIZATIONAL CULTURE**

**16. Radmila Micić**  
University of Priština, Faculty of Economics, Kosovska Mitrovica, Serbia  
**CULTURE AND LEADERSHIP IN PROJECT GLOBE**

*Diskusija / Discussion*

*Kafe pauza/ Coffee Break*

**MAY CONFERENCE ON STRATEGIC MANAGEMENT**

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**24.05.2014. 19<sup>00</sup>-20<sup>00</sup>**  
**(Konferencijska sala A – Room A)**  
**Predsedavajući/Chairman: M. Vuković, O. Valieva**

**1. Olga Valieva**  
Novosibirsk State University, Novosibirsk, Russia  
**MANAGEMENT OF ROUTINES IN RUSSIAN COMPANIES: REVIEW OF PRACTICES**

**2. Miodraga Stefanovska – Petkovska, Ana Tomovska - Misoska, Misko Ralev, Marjan Bojadziev**  
University American College Skopje, R. Macedonia  
**WORKSPACE AS A FACTOR OF JOB SATISFACTION IN THE BANKING AND ICT INDUSTRIES IN MACEDONIA**

**3. Ramona Markoska**

Faculty of Technical Sciences; Bitola, R. Macedonia  
**E-MAINTENANCE MANAGEMENT IN E-BUSINESS PROCESSES OF DIGITAL COMPANIES**

**4. Saša Perić, Tamara Uroš**

Beogradska poslovna škola, Beograd, Serbia  
**STRATEGIES FOR THE USE OF SOCIAL NETWORKS IN PUBLIC RELATIONS**

**5. Piotr Dziwinski, Agnieszka Barcik**

University of Bielsko Biala, Bielsko Biala, Poland  
**THE IMPLEMENTATION OF LENIENCY PROGRAM IN POLAND AND ITS IMPACT ON MANAGEMENT OF COMPANIES**

**6. Katerina Kareska, M.A.**

University "Saint Cyril and Methodius" Institute of Economy-Skopje, R. Macedonia  
**EFFECTIVE LEADERSHIP – ONE OF THE PRINCIPLES OF TOTAL QUALITY MANAGEMENT FOR ACQUIRING COMPETITIVE ADVANTAGE OF ORGANIZATIONS IN THE REPUBLIC OF MACEDONIA**

**7. Emhemed Omran Khalifa**

**DEVELOPING EFFICIENT AND EFFECTIVE E-LEARNING MODULE**

**8. Irena Ashtalkoska, Savo Ashtalkoski**

FON-First Private University, Skopje, R. Macedonia  
**THE IMPACT OF STRATEGIC HUMAN RESOURCE MANAGEMENT ON ORGANIZATIONAL PERFORMANCE**

**9. Maja Kocoska, Elena Doneva**

Bas Institute of management, Bitola, Macedonia, R. Macedonia  
**MARKETING 3.0 – NEW ISSUES IN MARKETING**

**10. Milan Krstić, Ana Skorup, Marija Marković-Blagojević**

Visoka škola za poslovnu ekonomiju i preduzetništvo Beograd, Serbia  
**ADAPTING THE CURRICULUM OF MANAGEMENT STUDY PROGRAM TO CONDITIONS OF DISTANCE LEARNING**

**11. Ilijana Petrovska, Stosic M., Tomovska A., Pachovski V., Dimitrova M.**

University American College Skopje, R. Macedonia  
**MEASURING SOCIAL MEDIA RETURN ON INVESTMENTS**

**14. Vasil Stamboliski, Vancho Donev, Radmil Polenakovik,**

Ss. Cyril and Methodius University, Skopje, R. Macedonia  
**MBTI PERSONALITY TYPES ANALYSIS, IN A VEHICLE SERVICE CENTRE**

*Diskusija / Discussion*

24.05.2014. 19<sup>00</sup>-20<sup>00</sup>

**(Konferencijska sala B– Room B)**

**Predsedavajući/Chairman: P. Đorđević, G. Babić**

**1. Goran Babić**

Univerzitet Union, Fakultet za poslovno industrijski menadžment, Beograd, Serbia

**RELATION AND INTERACTION BETWEEN ENTREPRENEURSHIP AND MANAGEMENT**

**2. Zoran Pavlovic**

Serbian Railways ad, Serbia

**STRATEGIC PLANNING ORGANIZATIONAL STRUCTURE MARKETING DEPARTMENT RAILWAYS**

**3. Ana Skorup, Milan Krstić**

Visoka škola za poslovnu ekonomiju i preduzetništvo Beograd, Serbia

**CRITERIA FOR SELECTION OF CRM SOFTWARE SOLUTIONS**

**4. Kolyshkin Alexander<sup>1</sup>, Nesterenko Natalia<sup>1</sup>**

<sup>1</sup> - Saint-Petersburg State University, Russia

**THE INFLUENCE OF THE GLOBAL FINANCIAL CRISIS ON THE ANTI-CRISIS STRATEGY OF FOOTBALL CLUBS**

**5. Beti Angelevska, Aleksandar Markoski,**

Faculty of Technical Sciences, R. Macedonia

**BUILDING AN AIR QUALITY MANAGEMENT SYSTEM APPROACHES AND CHALLENGES**

**6. Vesna Apostolovska, Maja Avramovic**

Faculty of Technical Sciences, R. Macedonia

**BUSINESS INTELLIGENCE AND DECISION SUPPORT AS PART OF ENTERPRISE INFORMATION SYSTEMS**

**7. Ljiljana Savic<sup>1</sup>, Jelena Bozovic<sup>2</sup>**

<sup>1</sup>Fakultet tehnickih nauka, Kosovska Mitrovica, <sup>2</sup> Ekonomski fakultet, Kosovska Mitrovica, Serbia

**THE IMPLICATION OF BUSINESS STRATEGY IN HUMAN RESOURCE MANAGEMENT**

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

<sup>1</sup> - RB "Kolubara" d.o.o., Serbia, <sup>2</sup> - GO Lazarevac, Serbia

**ANALYSIS OF THE SOURCES OF SO<sub>2</sub> AND SOME ASPECTS OF ENVIRONMENTAL IMPACT**

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

<sup>1</sup> - RB "Kolubara" d.o.o., R. Serbia, <sup>2</sup> - GO Lazarevac, R. Serbia

**QUALITATIVE APPROACH IN RISK ANALYSIS MINING AND ENERGY**

**10. Boban Melović<sup>1</sup>, Marija Cimbaljević<sup>2</sup>**

<sup>1</sup> - University of Education, Faculty of Economics, Podgorica, Montenegro

<sup>2</sup> - Ministry of Education, Montenegro

**BENCHMARKING ANALYSIS IN FUNCTION TO IMPROVE HIGHER EDUCATION IN MONTENEGRO**

**11. Laslo Koš<sup>1</sup>, Slađana Plačkov<sup>1</sup>, Jelena Vojnović<sup>2</sup>**

<sup>1</sup> –Ekonomski fakultet u Subotici, Serbia

**DECISION MAKING IN PRODUCTION PROCESS MANAGEMENT IN ORDER TO OPTIMIZE PRODUCTION CAPACITIES**

**12. Ivaylo Stoyanov**

D. A. Tzenov of Economics - Svishtov, "Management Department", Bulgaria

**CHARACTERISTIC FEATURES IN MANAGEMENT OF THE BUSINESS PROCESSES OF THE ORGANIZATION**

*Diskusija / Discussion*

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

**MAY CONFERENCE ON STRATEGIC MANAGEMENT**

25.05.2014. 9<sup>00</sup>-11<sup>00</sup>

**(Konferencijska sala A – Room A)**

**Predsedavajući/Chairman: M. Arsić, H. Zgheel**

**1. Dragana Tančić, Serbia**

**HARMONIZATION OF MANAGEMENT SYSTEMS ACCORDING TO THE REQUIREMENTS OF ANNEX SL**

**2. Grażyna Michalczuk,**

University of Bialystok, Poland

**INTEGRATED REPORTING AS A SOURCE OF INFORMATION ON CREATING CORPORATE VALUES**

**3. Hatim Zgheel**

Libya

**THE TYPICAL PRODUCTS AND SERVICES FOR ISLAMIC BANKS IN LIBYA**

**4. Dalibor Djenadić, Dejan Tanikic, Jelena Djokovic**

University of Belgrade, Technical Faculty in Bor, Serbia

**COMPARATIVE TECHNO-ECONOMIC ANALYSIS OF TECHNOLOGIES FOR CREATION OF PERSONALIZED OSTEO-FIXATION MATERIALS**

**5. Elena Doneva, Biljana Bjraktarova,**

DOO Deni Kompani, Strumica, R. Macedonia

**THE NATURE OF BANKING MANAGEMENT**

**6. Njegoš Dragović<sup>1</sup>, Milovan Vuković<sup>1</sup>, Nada Štrbac<sup>1</sup>, Ivana Ilić-Krstić<sup>2</sup>**

*1-University of Belgrade, Technical Faculty in Bor, Serbia; 2 - University of Niš, Faculty of protection at work, Niš, Serbia*  
**SECURITY AND ECOLOGY ASPECT OF USING OF GEOTHERMAL ENERGY**

**7. Dejan Riznić, Milovan Vuković, Tamara Rajić**

*Univerzitet u Beogradu, Tehnički fakultet u Boru, Serbia*  
**PUBLICITY IN THE MARKETING ACTIVITIES OF SERBIAN RAILWAYS**

**8. Milovan Vuković, Snezana Urosevic, Nada Štrbac**

*University of Belgrade, Technical Faculty in Bor, Serbia*  
**ANALYSIS OF ENVIRONMENTAL AWARENESS IN URBAN AREAS**

**9. Milica Arsić, Aleksandra Fedajev, Marija Savić, Danijela Voza**

*Univerzitet u Beogradu, Tehnički fakultet u Boru, Serbia*  
**FACTORS THAT CONTRIBUTE TO SME INNOVATIVENESS IN TRANSITION ECONOMY, SERBIA**

**10. Aleksandra Fedajev, Radmilo Nikolić**

*Univerzitet u Beogradu, Tehnički fakultet u Boru, Serbia*  
**ANALYSIS OF PROGRESS IN TRANSITION PROCESS AND ITS IMPACT ON ECONOMIC DEVELOPMENT AND EXPORT ACTIVITY OF TRANSITION COUNTRIES**

**11. Nenad Milijić, Ivan Mihajlović, Isidora Milošević**

*University of Belgrade, Technical Faculty in Bor, Serbia*  
**SAFETY CLIMATE MODELING IN THE METALLURGICAL SECTOR**

**12. Silvana Ilić, Srđan Žikić, Aleksandra Cvetković**

*Fakultet za menadžment Zaječar, Serbia*  
**LEASE QUALITY SUPPORT SERBIAN ECONOMY**

**13. Silvana Ilić, Srđan Žikić, Aleksandra Cvetković**

*Fakultet za menadžment Zaječar, Serbia*  
**MANAGEMENT OF PUBLIC - PRIVATE PARTNERSHIPS IN SERBIA**

*Diskusija / Discussion*

**MAY CONFERENCE ON STRATEGIC MANAGEMENT**

**25.05.2014. 9<sup>00</sup>-11<sup>00</sup>**

**(Sala B/ Room B)**

**Predsedavajući/Chairmen: I. Milošević, N. Milijić**

**1. Katarina Lukić, Jelena Lukić, Serbia**

**OTVORENE INOVACIJE KAO FAKTOR KONKURENTNOSTI**

**2. Nebojša Denić, Momir Milić, Boban Spasić**

*Fakultet informacionih tehnologija, Beograd, Srbija*  
**METODOLOŠKA ANALIZA RIZIKA U UPRAVLJANJU ERP PROJEKTIMA**

**3. Nebojša Denić, Boban Spasić, Momir Milić**

*Fakultet informacionih tehnologija; Beograd, Srbija*  
**ULOGA TOP MENADŽMENTA U UPRAVLJANJU PROJEKTIMA IMPLEMENTACIJE ERP SISTEMA**

**4. Ljubodrag Ranković, Andrija Kostić**

*Knjaz Miloš, Serbia*  
**VIŠE DIMENZIONALNO PRIBLIŽAVANJE REPUTACIJI ORGANIZACIJE**

**5. Saša Spasojević**

*Visoka poljoprivredna škola strukovnih studija Šabac, Serbia*  
**ANALIZA ISKUSTAVA U PRIMENI ŠEST SIGMA METODOLOGIJE**

**6. Ivica Nikolić, Ivan Mihajlović, Nenad Nikolić**

*University of Belgrade, Technical Faculty in Bor, Management Department, Bor, Serbia*  
**VERIFICATION OF LINEAR MODEL FOR PREDICTING THE MOVEMENT OF STEEL PRICES IN THE WORLD MARKET**

**7. Ivica Nikolić, Ivan Mihajlović, Aleksandra Fedajev, Predrag Đorđević, Nenad Nikolić**

*University of Belgrade, Technical Faculty in Bor, Management Department, Bor, Serbia*  
**VERIFICATION OF LINEAR MODELS FOR PREDICTING THE MOVEMENT OF THE DOW JONES GLOBAL INDEX**

**8. Tamara Rajić, Isidora Milošević, Dejan Riznić,**

*University of Belgrade, Technical faculty in Bor, Serbia*  
**AN EXAMINATION OF THE DETERMINANTS AND EFFECTS OF RETAIL CUSTOMER SATISFACTION**

**9. Isidora Milošević, Tamara Rajić**

*University of Belgrade, Technical Faculty in Bor, Serbia*  
**THE STRATEGIC IMPORTANCE OF COMMITMENT IN THE CUSTOMER – SUPPLIER RELATIONSHIP**

**10. Njegoš Dragović<sup>1</sup>, Milovan Vuković, Nada Štrbac**

*University of Belgrade, Technical Faculty in Bor, Serbia*  
**RESOURCE MANAGEMENT OF LOW-TEMPERATURE GEOTHERMAL WATERS ON SOUTH SERBIA**

**11. Alseddig Ahmed Almadani**

*Department of Accountancy, Bani walid \_Libya*  
**CONTEMPORARY INFORMATION SYSTEMS IN ACCOUNTING AND AUDIT**

**12. Mohyedein Almadaney, Lybia**

**THE EFFECT OF ERP SYSTEM IN AUDIT PROCESS**

**13. Mladen Mitrović<sup>1</sup>, Marija Stefanović<sup>2</sup>**

*<sup>1</sup>Prirodno-matematički fakultet, Niš, <sup>2</sup>Ekonomski fakultet, Niš, Serbia*

**ASSESSMENT OF HUMAN RESOURCES ABILITIES AS PART OF HUMAN RESOURCES MANAGEMENT**

*Diskusija / Discussion*

**11<sup>30</sup> - 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](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.

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