

University of Belgrade
Faculty of Organizational Sciences

XIV INTERNATIONAL SYMPOSIUM



SYMPOSIUM PROGRAM

June 6 - 10, 2014
Congress center
Ratko Mitrović
ZLATIBOR
SERBIA



UNIVERSITY OF BELGRADE
FACULTY OF ORGANIZATIONAL SCIENCES



SYMPOSIUM PROGRAM

June 6 - 10, 2014
ZLATIBOR, SERBIA



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	Friday June 6 th	Saturday June 7 th	Sunday June 8 th	Monday June 9 th	Tuesday June 10 th
Morning sessions	11:00 Registration*	9:00 - 10:00 Monograph promotion	9:30 - 10:15 Plenary session	9:30** - 13:00 Sessions	9:30 - 10:30 Closing ceremony
		10:30 - 11:15 Plenary session	10:15 - 11:00 Coffee break		
		11:15 - 12:00 Coffee break	10:15 - 11:00 Coffee break		
		12:00 - 14:30 Business Forum SymOrg 2014	11:00 - 14:00 Sessions	13:00 - 14:30 Round Table	
	14:30 - 15:30 Lunch break	14:00 - 15:30 Lunch break	14:30 - 15:30 Lunch break		
Afternoon sessions	16:30 - 17:00 Opening ceremony	15:30 - 21:00 Excursion to Andrićgrad	15:30 - 18:30 Sessions	15:30 - 18:00 Sessions	
	17:00 - 18:30 Keynote speakers			18:00 - 20:00 Traditional Serbian Games	
	18:30 Welcome cocktail				
	Social event	20:30 Gala dinner	Social events		

* Registration is open each day at the info desk

** Except for Session 11: Sustainable Development and Environmental Management that will start at 9:00

FRIDAY, JUNE 6th

Time	Place	Event
16:30	Romanija Hall 1	Opening ceremony SymOrg 2014
17:00	Romanija Hall 1	Invited speaker Lorenzo Massa , PhD, Viena University of Economics and Business, Austria, Ecole Polytechnique Fédérale de Lausanne, Switzerland Title: "Business Model Innovation: Creating and Capturing Value in Turbulent Times"
17:45	Romanija Hall 1	Invited speaker Christian Waldstrøm , PhD, Aarhus University, Denmark Title: "Networks as Sustainable Competitiveness"
18:30	Romanija Terrace	Welcome cocktail Traditional Serbian folklore
20:00	Ethno Restaurant	Program Committee dinner
22:00		Social Event

SATURDAY, June 7th

Time	Place	Event
9:00-10:00	Srbija Hall 4	Promotion of the monograph "Handbook of Research on High Performance and Cloud Computing in Scientific Research and Education"
10:30-11:15	Romanija Hall 1	Invited speaker Thomas Boitani FitzGerald , MBA, Victoria Group, Serbia Title: "Sustainable Competitiveness: Do Companies Walk the Talk?"
12:00-14:30	Romanija Hall 1	Business Forum SymOrg 2014: New Business Models in Serbian Economy (Serbian language)
		Moderators: Jaško Ondrej , PhD, professor, University of Belgrade Milan Ćulibrk , Editor in Chief, NIN
		Panelists: Jovan Solomun , CEO, Super kartica Srđan Radić , Satellite and Internet TV Platform Director, SBB Božidar Aleksandrović , Owner, Winery Aleksandrović Snežana Lakićević , PhD, University, Education and Science Relations Manager, NIS
15:30-21:00	Andrićgrad, Višegrad, Bosnia and Hercegovina	Excursion
22:00		Social Event

SUNDAY, June 8th

Time	Place	Plenary session
9:30-10:15	Romanija Hall 1	Invited speaker Magali Dubosson Torbay , PhD, School of Management Fribourg, Switzerland Title: <i>"Enhancing SME Competitiveness: The Role of the Universities in Innovation Systems"</i>

Time	Place	Morning sessions / Topics	
11:00-14:00	Romanija Hall 1	Session 1:	Financial Management
11:00-14:00	Romanija Hall 2	Session 2:	Business Intelligence and Decision Making in Management
11:00-14:00	Srbija Hall 3	Session 3:	Strategic Management International Management
11:00-14:00	Srbija Hall 4	Session 4:	Technology and Innovation Management Innovative Organization and Management
11:00-14:00	Lovćen Hall 5	Session 5:	Case Studies

Time	Place	Afternoon sessions / Topics	
15:30 -18:30	Romanija Hall 1	Session 6:	ICT and Management
15:30 -18:30	Romanija Hall 2	Session 7:	Human Resource Management Business Psychology
15:30 -18:30	Srbija Hall 3	Session 8:	Organization of Business Systems New Business Models
15:30 -18:30	Srbija Hall 4	Session 9:	Marketing Management Communication Management and Social Networking

Time	Place	Event
20:30	Srbija Restaurant	Gala Dinner

MONDAY, June 9th

Time	Place	Morning sessions / Topics
9:30 -13:00	Romanija Hall 1	Session 10: Electronic Business
9:00 -11:00	Romanija Hall 2	Session 11: Sustainable Development and Environmental Management
9:30 -13:00	Srbija Hall 3	Session 12: Health Care Management Corporate Social Responsibility
9:30 -13:00	Srbija Hall 4	Session 13: Performance Management Knowledge Management
13:00 -14:30	Romanija Hall 1	Round Table: New Forms in Scientific Publishing
		Participants: Adam Sofronijević , University of Belgrade Jan Krasni , University of Belgrade Janneke Adema , University of Coventry (via Skype)

Time	Place	Afternoon sessions / Topics
15:30 -18:00	Romanija Hall 1	Session 14: Project Management
15:30 -18:00	Romanija Hall 2	Session 15: Entrepreneurship and Management of Small and Medium Enterprises Operations Management
15:30 -18:00	Srbija Hall 3	Session 16: Education Management
15:30 -18:00	Srbija Hall 4	Session 17: Operational Research and Quantitative Methods in Management
15:30 -18:00	Lovćen Hall 5	Session 18: Quality Management

Time	Place	Event
18:00 -20:00	Field in front of "Zlatibor"	Traditional Serbian Games
22:00		Social Event

TUESDAY, June 10th

Time	Place	Plenary session
9:30-10:30	Romanija Hall 1	Closing ceremony SymOrg 2014

FINANCIAL MANAGEMENT

Moderators:

Nevenka Žarkić Joksimović, PhD, University of Belgrade

Vesna Bogojević Arsić, PhD, University of Belgrade

No	Paper	Authors
1	ALTERNATIVE SOURCES OF FINANCING OF THE SMALL AND MEDIUM SIZE ENTERPRISES IN THE REPUBLIC OF MACEDONIA	Boskoska Meri, Panovska - Boskoska Violeta
2	BEHAVIORAL FINANCE AND INVESTMENT DECISIONS	Barjaktarovic Rakocevic Sladjana, Milosevic Nela, Rakocevic Rade
3	BUDGET CONTROL AND FUND ACCOUNTING	Popovčić-Avrić Snežana, Mizdrakovic Vule, Djenic Marina
4	THE CRITIQUE OF INTEGRAL BUSINESS PERFORMANCE MEASUREMENT SYSTEMS	Milosavljevic Milos, Milanović Nemanja, Milosevic Nela
5	SOVEREIGN CREDIT RATING PREDICTION USING FUZZY LOGIC	Jovović Aleksandra, Jelinek Srdjan, Rakićević Aleksandar
6	ACCOUNTING INFORMATION SYSTEM AS THE SOURCE OF CORPORATE COMPETITIVE ADVANTAGE	Dmitrović Šaponja Ljiljana, Gravovac Saša, Milutinović Sunčica
7	FINANCIAL REPORTING IN CONTEMPORARY BUSINESS CONDITIONS	Dmitrović Veljko, Latinović Milica, Obradović Tijana
8	RECOGNITION VERSUS DISCLOSURE IN FINANCIAL REPORTING	Novak Aleš
9	THE ROLE OF FINANCIAL INFORMATION IN THE EVALUATION OF STRATEGIC MATTERS IN BANKS	Knezevic Snezana, Stanković Aleksandra, Vukčević Zec Aleksandra
10	MUNICIPAL BONDS AS A MODEL OF PROJECT FINANCING OF INFRASTRUCTURE PROJECTS	Benkovic Sladjana, Ljiljana Zipovski
11	HEDGE FUND MANAGEMENT COMPANIES AND DATABANK TRANSPARENCY	Totić Selena, Đoković Aleksandar, Milenković Nemanja
12	CURRENCY DERIVATIVES USE IN EMERGING MARKETS	Bogojevic Arsic Vesna
13	THE VISIBLE HAND OF STATE IN THE BUSINESS OF INSURANCE COMPANIES AND INVESTMENT FUNDS	Demko Rihter Jelena, Njegomir Vladimir, Vrkić Ivana
14	EMPIRICAL EVIDENCE ON EFFICIENCY OF TRADITIONAL VERSUS BEHAVIOURAL ASSET-PRICING MODELS: AN OVERVIEW	Latinović Milica, Obradović Tijana, Dmitrović Veljko
15	LOAN PORTFOLIO MONITORING	Jovin Slobodanka, Momčilović Mirela, Ercegovac Dajana
16	SELECTION OF UNIVERSAL SERVICE FINANCING MODEL USING FUZZY MCDM	Jovanović Bojan, Trickovic Ivan, Šarac Dragana
17	COMPARISON OF MOVING AVERAGES FOR TRADING TRENDS: THE CASE OF THE BELGRADE STOCK EXCHANGE	Rakićević Aleksandar, Končarević Radovan, Petrovic Bratislav
18	RESULTS OF APPLIANCE OF BENFORD'S LAW ON SERBIAN COMPANIES	Barjaktarović Lidija, Milojevic Marko, Terzic Ivica
19	TESTING MOVING AVERAGE TRADING RULE IN CASE OF SERBIA AND CROATIAN STOCK MARKET INDICES	Radovanov Boris, Marcikic Aleksandra
20	FINANCIAL INTERMEDIATION SERVICES IN THE SYSTEM OF NATIONAL ACCOUNTS	Vulović Marija, Gavrilović Dušan, Vukmirović Aleksandra
21	POSTAL AND FINANCIAL INCLUSION	Šarac Dragana, Marković Milan, Rogić Bojana
22	CREDITING AND INSURING EXPORT BUSINESS	Dragosavac Milos, Kisin Nina, Drinić Dragana
23	ACHIEVING SET DEVELOPMENT GOALS WITH ECONOMICAL EXECUTION OF PUBLIC EXPENDITURES	Knežević Milena, Tesanovic Branko, Trandafilović Sasa
24	INNOVATIVE BUDGETING EXPENSES OF DEFENSE	Trandafilović Sasa, Lučanović Paun, Knežević Milena
25	BASIC COMPONENTS OF INTERNAL CONTROL IN PUBLIC SECTOR WITH A VIEW TO THEIR ROLE IN THE MINISTRY OF DEFENCE AND THE SERBIAN ARMY	Zugic Rade, Kostic Radan, Radojkovic Milica
26	THE IMPORTANCE OF A PUBLIC - PRIVATE PARTNERSHIP FOR TRANSITION COUNTRIES	Miletic Dalibor, Ilić Silvana, Stevanović Marija
27	INCREASING CAPACITY LEVEL OF FINANCIAL MANAGEMENT IN PUBLIC SECTOR	Leko Danica

BUSINESS INTELLIGENCE AND DECISION MAKING IN MANAGEMENT

Moderators:

Milija Suknović, PhD, University of Belgrade

Boris Delibašić, PhD, University of Belgrade

No	Paper	Authors
1	META-HEURISTIC BASED WRAPPER ATTRIBUTE WEIGHTING TECHNIQUES FOR NAIVE BAYES CLASSIFICATION	Radovanović Sandro, Vukićević Milan, Suknović Milija
2	ANALYSIS OF ETL PROCESS DEVELOPMENT APPROACHES: SOME OPEN ISSUES	Turajlić Nina, Petrović Marko, Vučković Milica
3	THE DECISION MAKING IN PUBLIC E-PROCUREMENT BASED ON FUZZY METHODOLOGY	Bobar Vjekoslav, Mandić Ksenija, Suknović Milija
4	IMPROVEMENT OF MODEL OF DECISION MAKING BY DATA MINING METHODOLOGY	Istrat Višnja, Lalić Srdjan, Palibrk Milko
5	USING PROCESS MINING TO DISCOVER SKIING PATTERNS: A CLUSTERING APPROACH	Markovic Petar, Delias Pavlos, Delibašić Boris
6	DATA ANALYSIS AND SALES PREDICTION IN RETAIL BUSINESS	Đukanović Suzana, Milan Milić, Vučković Miloš
7	ACADEMIC DASHBOARD FOR TRACKING STUDENTS' EFFICIENCY	Isljamovic Sonja, Lalić Srdjan
8	ANALYSIS OF RUNTIME DIFFERENCE BETWEEN RAPIDMINER AND CUSTOM IMPLEMENTATION OF SIMPLE COLLABORATIVE FILTER BASED RECOMMENDER SYSTEM	Mihajlovic Milan
9	A DATA MINING MODEL FOR DRIVER ALERTNESS	Redžić Milena, Mijušković Mina, Mičić Andela
10	RISK PREDICTION OF CUSTOMER CREDIT DEFAULT	Lazić Radomir, Proševski Tamara, Kovacevic Ana
11	APPLICATION OF ANP METHOD BASED ON A BOCR MODEL FOR DECISION-MAKING IN BANKING	Tornjanski Vesna, Marinković Sanja, Lalić Nenad
12	ERP SYSTEM IMPLEMENTATION ASPECTS IN SERBIA	Denić Nebojša, Spasić Boban, Milić Momir
13	AN APPROACH TO A SURVEY SYSTEM AS A CORPORATE TOOL	Ivanović Aleksandar, Vujošević Dušan, Kovačević Ivana
14	IMPLEMENTATION OF DATA MINING TECHNIQUES IN CREDIT SCORING	Sitar Marijana, Raseta Jelena, Klescek Anja
15	WALMART RECRUTING - STORE SALES FORECASTING	Stojanović Nikola, Soldatović Marina, Mlićević Milena
16	SENTIMENT ANALYSIS OF MOVIES REVIEW	Petrovic Nikola, Rastovic Zarko, Travanj Jelena
17	PREDICTION OF BOND'S NEXT TRADE PRICE WITH RAPIDMINER	Marić Ivana, Vuksan Milan, Vujic Katarina
18	STOCK MARKET TIME SERIES DATA ANALYSIS	Peric Nikola
19	PREDICTING BANKRUPTCY OF COMPANIES USING NEURAL NETWORKS AND REGRESSION MODELS	Marinković Dara, Nikolić Bojana, Dragovic Ivana
20	METHODICAL PROBLEMS OF COORDINATING ATTITUDES OF THE SUBJECTS OF ORGANIZATIONS IN THE GROUP DECISION-MAKING PROCESS	Blagojevic Srdjan, Ristić Vladimir, Bojanić Dragan

STRATEGIC MANAGEMENT

Moderators:	Dejan Petrović, PhD, University of Belgrade
	Vesna Milićević, PhD, University of Belgrade

No	Paper	Authors
1	STRATEGIC SHIFTS IN STRATEGIC RESEARCH – SHORT REVIEW OF ORGANIZATIONAL AND PROGRAM CHANGES	Nikolic Nebojsa
2	ORGANIZATION AND FUNCTIONING OF THE SECURITY MANAGEMENT IN CRISIS SITUATIONS	Radončić Hajradin, Talijan Miroslav, Petrović Aleksandar
3	DEFENCE STRATEGIC MANAGEMENT- APPLICATION OF SIMULATION IN THE PERSONNEL COSTS OPTIMIZATION	Mitic Vlada, Stojković Dejan, Kankaraš Milan
4	EVALUATION OF CAPACITY DEVELOPMENT IN STRATEGIC PLANNING – A CASE OF CENTRAL GOVERNMENT INSTITUTIONS IN SERBIA	Mitrović Zorica, Bjelica Dragan, Toljaga-Nikolić Danijela

INTERNATIONAL MANAGEMENT

Moderators:	Vesna Milićević, PhD, University of Belgrade
	Dejan Petrović, PhD, University of Belgrade

No	Paper	Authors
1	THE IMPORTANCE OF ASIAN CONGLOMERATE BUSINESS MODELS IN INTERNATIONAL MANAGEMENT	Backović Nemanja, Milićević Vesna, Ilić Bojan
2	FOREIGN DIRECT INVESTMENTS AND ECONOMIC GROWTH: THE CASE OF SERBIA	Parežanin Miloš, Jednak Sandra, Kragulj Dragana
3	INTERNATIONAL COMPETITIVENESS AS A RESULT OF ENTREPRENEURIAL INITIATIVES IN CONTEMPORARY BUSINESS	Sofronijević Adam, Milićević Vesna, Ilić Bojan
4	THE EVOLUTION OF THE PUBLIC DEBT IN ROMANIA AND SERBIA DURING AND AFTER THE GLOBAL RECESSION	Săvoiu Gheorghe, Jaško Ondrej, Marian Taicu
5	THE ECONOMIC CONVERGENCE PROCESS TO EUROPEAN UNION: SOME TRENDS AND CHARACTERISTICS OF ROMANIAN AND SERBIAN ECONOMIES	Săvoiu Gheorghe, Apostol Luiza, Čudanov Mladen
6	THE IMPORTANCE OF LEGAL AND FINANCIAL SYSTEMS FOR DOING BUSINESS IN INDIA	Jaškova Anna

TECHNOLOGY AND INNOVATION MANAGEMENT

Moderators:

Maja Levi Jakšić, PhD, University of Belgrade

Biljana Stošić, PhD, University of Belgrade

No	Paper	Authors
1	SUSTAINABLE TECHNOLOGY MANAGEMENT AND DEVELOPMENT - STATE UNIVERSITY AND INDUSTRY PERFORMANCE MODEL	Levi Jakšić Maja, Jovanović Milica, Petković Jasna
2	GOVERNMENT PERFORMANCE IN TECHNOLOGY AND INNOVATION MANAGEMENT – THE CASE OF SERBIA	Marinković Sanja, Rakićević Jovana, Levi Jakšić Maja
3	MECHANISMS FOR STIMULATING INNOVATION CAPABILITIES IN WESTERN BALKAN COUNTRIES	Štrbac Dijana, Kutlača Đuro, Živković Lazar
4	POSSIBILITIES OF OPENING UP THE STAGE-GATE MODEL	Stošić Biljana, Milutinović Radul
5	THE EVOLUTION OF MOBILE TECHNOLOGY IN RETAIL MARKETING CHANNELS IN THE REPUBLIC OF SERBIA	Končar Jelena, Vukmirović Goran, Leković Sonja
6	ADVANCE REAL ESTATE MANAGEMENT SYSTEM	Jovanović Verka, Vukelić Đorđe
7	CLOUD COMPUTING INFRASTRUCTURE APPLICATIONS IN COMPUTER SIMULATION	Marinković Mihailo, Čavoški Sava, Marković Aleksandar

INNOVATIVE ORGANIZATION AND MANAGEMENT

Moderators:

Maja Levi Jakšić, PhD, University of Belgrade

Mladen Čudanov, PhD, University of Belgrade

No	Paper	Authors
1	MILITARY TRANSFORMATION PROCESS AND DISBANDING OF MILITARY UNITS	Nebojša Nikolić
2	POSSIBILITY OF ORGANIZATIONAL CONSULTING AS A PROCESS IN IMPROVING THE PERFORMANCE OF ORGANIZATIONS AND INSTITUTIONS	Jevtić Marija, Mojović Marina
3	MANAGEMENT OF COMPANIES INNOVATIVE ACTIVITIES IN THE FUNCTION OF ACQUIRING AND MAINTAINING A COMPETITIVE ADVANTAGE	Lalić Nenad, Jovičić Miladin, Zupur Ognjen

CASE STUDIES

Moderators:

Vesna Damjanović, PhD, University of Belgrade

Slavica Cicvarić Kostić, PhD, University of Belgrade

No	Paper	Authors
1	INCITING PHYSICAL ACTIVITY AMONGST YOUTH USING MODERN TECHNOLOGIES	Vukasinovic Nevena, Filipić Filip, Spasojević Predrag
2	ALFA BANK: DEVELOPMENT STRATEGY FOR NEW DIGITAL CHANNELS	Nešković Ema, Petric Kristina, Damjanović Vesna
3	ENVIRONMENT QUALITY UNIQUENESS ALTERNATIVE – MIXING 4P'S AND 4E'S	Novcic Branka, Šegota Tina
4	DESTINATION BRANDING THE CASE OF BELGRADE - A FRIENDLY EUROPEAN CITY	Bivolarević Stanislava, Damjanović Vesna
5	THE ROAD TO SUCCESS - WHAT SHOULD AUTOGARANT DO?	Jeveričić Milan, Jovanovic Uros, Petrovic Milan
6	CREATIVE MARKETING STRATEGIES H&M VS ZARA	Zozi Jelena, Janicic Radmila

ICT AND MANAGEMENT

Moderators:

Dušan Starčević, PhD, University of Belgrade

Dejan Simić, PhD, University of Belgrade

No	Paper	Authors
1	USE OF TEMPORAL CONCEPTS IN TRANSACTIONAL DATABASES	Vesic Slavimir, Babarogic Sladjan, Anicic Nenad
2	PERFORMANCE EVALUATION OF TEMPORAL FEATURES DEFINED IN ORACLE 12C DATABASE	Radovanović Sandro, Milovanovic Elena, Anicic Nenad
3	AUTOMATIC GENERATION OF EXECUTABLE UI PROTOTYPES USING SILABREQ LANGUAGE	Savić Dušan, Antović Ilija, Stanojević Vojislav
4	SOFTWARE DELEGATES AS A METHOD OF CODE ORGANIZATION WITHIN CONTEXT ORIENTED PROGRAMMING ENVIRONMENT	Lazarević Saša, Stevanović Branko
5	SERAPHIM: LINUX KERNEL MODULE FOR RESOURCE MANAGEMENT AND COMMAND EXECUTION	Živadinović Miloš, Milenkovic Ivan, Simić Dejan
6	THE ARCHITECTURE OF INTEGRATED IDENTITY MANAGEMENT AND MULTIMODAL BIOMETRIC SYSTEM	Jovanović Bojan, Bogičević Marija, Milenkovic Ivan
7	METHODS FOR BIOMETRIC DATA CONNECTION IN MULTIMODAL SYSTEMS	Paunović Saša, Jerinić Ivan, Starčević Dušan
8	INTEROPERABILITY PROBLEM IN MULTIMODAL BIOMETRIC SYSTEMS	Šošević Uroš, Milovanović Miloš, Minović Miroslav
9	THE IMPACT OF APPLYING INTERNATIONAL SPECIFICATIONS AND STANDARDS TO BIOMETRIC SYSTEMS	Milinković Milorad
10	NOVEL APPROACH FOR TEXT PLAGIARISM DETECTION	Krstojevic Predrag, Milikic Nikola
11	NEW PROCUREMENT MODEL	Manojlov Dragan, Nagy Viktor
12	WEARABLE COMPUTING IN EDUCATION	Petrovic Barbara
13	IMPROVING THE QUALITY AND RELIABILITY IN THE DEVELOPMENT OF SOFTWARE SOLUTIONS	Davidov Tatjana, Bošnjak Saša
14	SOFTWARE SOLUTION FOR THE PRODUCTION QUALITY MONITORING	Nešić Zoran, Vesić Vasović Jasmina, Radojičić Miroslav
15	DEVELOPING JOOMLA COMPONENT FOR THE VOTING SYSTEM BASED ON COMPARATIVE ANALYSIS	Kuzman Maja, Pantelic Ognjen, Pajić Ana
16	PROJECT MANAGEMENT IMPACT DURING ERP SYSTEM IMPLEMENTATION	Denić Nebojša, Ilić Momir, Spasić Boban
17	MANAGING THE RISKS IN INFORMATION TECHNOLOGY (IT) AND ROLE OF INTERNAL AUDITING	Gavrilović Marina
18	THE INTRODUCTION OF THE EFFECTIVE METHOD OF GIS TECHNOLOGY IN WATER SUPPLY SYSTEMS	Stajčić Dejan, Ćebić Branko, Stojčetović Bojan
19	IMPROVING SERBIAN HEALTHCARE SYSTEM WITH "FIND A MEDICINE"	Milić Miloš, Vlajić Siniša, Lazarević Saša
20	AHP DECISION SUPPORT IN SLA NEGOTIATION	Mikavica Branka, Kostic-Ljubisavljevic Aleksandra, Radonjic Djogatovic Vesna

HUMAN RESOURCE MANAGEMENT

Moderators:

Dobrivoje Mihailović, PhD, University of Belgrade

Biljana Đorđević, PhD, University of Niš

No	Paper	Authors
1	HR SHARED SERVICES CENTERS AS PART OF A NEW BUSINESS MODEL OF THE ORGANIZATIONS	Petković Mirjana, Djordjević Biljana
2	E-SKILLS FOR PUBLIC SECTOR EMPLOYEES IN THE PROCESS OF E-GOVERNMENT DEVELOPMENT	Bogdanoska Jovanovska Mimoza, Ratkovic Tatjana
3	INTERNATIONAL PERFORMANCE MANAGEMENT – ISSUES AND CHALLENGES	Ratkovic Tatjana, Bogdanoska Jovanovska Mimoza, Anđelković Labrović Jelena
4	THE PRACTICE OF PERFORMANCE BASED PAY IN CENTRAL AND EASTERN EUROPE	Berber Nemanja, Slavić Agneš
5	COMPETENCIES ASSESSMENT OF THE EXPERTS - PARTICIPANTS IN GROUP DECISION-MAKING ON SELECTION OF THE METHODS FOR ASSESSING THE QUALITY OF MILITARY DRIVERS	Lukovac Vesko, Pejčić-Tarle Snežana, Pamucar Dragan
6	APPLICATION OF THE PROCESS FUNCTIONS METHOD FOR EVALUATION OF THE ADMINISTRATIVE BODIES IN ORGANISATIONAL STRUCTURE	Lukovac Vesko, Djorovic Boban, Pamucar Dragan
7	EDUCATIONAL ACHIEVEMENTS AS A DETERMINANT OF AN INDIVIDUAL'S FORMAL POWER	Marič Miha, Jeraj Mitja

BUSINESS PSYCHOLOGY

Moderators:

Dobrivoje Mihailović, PhD, University of Belgrade

Biljana Đorđević, PhD, University of Niš

No	Paper	Authors
1	OPERATIONALLY DEFINING CONCEPT OF WORK BEHAVIOUR: WORK BEHAVIOUR SELF-ASSESSMENT SCALE	Kovačević Ivana, Čizmić Svetlana, Mihailović Dobrivoje
2	PSYCHOLOGICAL CHARACTERISTICS OF LEADERS	Grubić-Nešić Leposava, Katić Ivana, Lalić Danijela
3	MOTIVATION LOYALTY AND VIRTUAL ITEM PURCHASE IN ONLINE GAMES	Petrović Pavle, Filipović Severina, Komnenić Darko
4	INFLUENCE OF PERSONAL FACTORS ON CAREER DEVELOPMENT OF EMPLOYEES	Katić Ivana, Grubić-Nešić Leposava
5	RESEARCH INTO ATTITUDES ABOUT SOCIAL CHANGE AND GLOBAL MODELS OF GOVERNANCE	Miladinović Slobodan
6	STORYTELLING AS AN ORGANIZATIONAL CHANGE MANAGEMENT TOOL	Pavicević Željana
7	WHAT MAKES AN EFFECTIVE TEAM MEMBER?	Nikodijević Ana, Mihailović Dobrivoje
8	INTERPERSONAL RELATIONSHIPS AS DETERMINANT OF FACULTY JOB SATISFACTION	Ljepava Nikolina, Selaković Marko
9	APPLYING PERSONALITY TESTS IN SELECTION OF EMPLOYEES - THE PROBLEM OF CRITERION VALIDATION	Petrović Maja, Mihailović Dobrivoje
10	LOCUS OF CONTROL AND LEVEL OF SELF-CONFIDENCE AS PREDICTORS OF STRIVING FOR POWER AMONG MANAGERS	Knežević Tatjana, Katić Ivana
11	APPEARANCE ON SOCIAL NETWORKS	Kreća Marija, Predrag Maletić

ORGANIZATION OF BUSINESS SYSTEMS

Moderators:

Mladen Čudanov, PhD, University of Belgrade

Gheorghe Săvoiu, PhD, University of Pitesti

No	Paper	Authors
1	COMPARISON OF DIFFERENT QUANTITATIVE APPROACHES TO ASSESSMENT OF ORGANIZATIONAL CULTURE	Jevtić Miloš, Todorović Ivan, Komazec Stefan
2	PUBLIC SECTOR DOWNSIZING THROUGH CENTRALIZATION OF NON-CORE FUNCTIONS: BELGRADE CASE STUDY	Todorović Ivan, Komazec Stefan, Jevtić Miloš
3	ORGANIZATIONAL ANALYSIS AND DIAGNOIS: TRACKING DOWN PROCESSES AND STRUCTURE	Stefanović Ivan, Momčilović Marina
4	ROUTINES CAPABILITIES AND ABSORPTIVE CAPACITY INTERPLAY: A REVIEW AND RECONCEPTUALIZATION	Stefanović Ivan, Prokić Sloboda
5	DEVELOPMENT OF PROCESS MODEL OF ENTERPRISE ORGANIZATION	Matić Branko
6	RELATIONSHIP BETWEEN BUSINESS ENVIRONMENT AND ENTREPRENEURIAL ACTIVITIES	Krivokapić Jovan, Jaško Ondrej
7	PROTECTION OF PERSONAL DATA AND THE PRACTICES OF THE IT COMPANIES IN SERBIA	Krivokapić Djordje, Kostić Bojana, Đukanović Goran

NEW BUSINESS MODELS

Moderators:

Mladen Čudanov, PhD, University of Belgrade

Gheorghe Săvoiu, PhD, University of Pitesti

No	Paper	Authors
1	MANAGING BUSINESS MODEL IN FUNCTION OF ORGANIZATIONAL DYNAMISM	Drakulevski Ljubomir, Nakov Leonid
2	INNOVATIVE APPROACH TO THE ANALYSIS OF THE SPA TOURISM IN VOJVODINA (SERBIA)	Harmath Peter, Ahmetagić Deniz
3	THE MODEL OF ORGANISATIONAL CAPABILITIES DEVELOPMENT	Stojković Dejan, Kovač Mitar, Mitić Vlada
4	NEW PUBLIC MANAGEMENT	Ristić Kristijan, Ristić Žarko
5	NEW COSTING MODEL IN MINING INDUSTRY	Manojlov Dragan, Stojanovic Cvjetko

MARKETING MANAGEMENT

Moderators:

Milica Kostić Stanković, PhD, University of Belgrade

Velimir Štavljanin, PhD, University of Belgrade

No	Paper	Authors
1	CONSUMERS ' ATTITUDES TOWARDS PURCHASING FASHION COUNTERFEITS	Kostić - Stanković Milica, Cvijovic Jelena
2	APPLICATION OF CROWDSOURCING IN MARKETING	Vlastelica Bakic Tamara, Cicvaric Kostic Slavica, Nešković Ema
3	METHODOLOGY FOR EXPLORING FACTORS THAT AFFECT PEOPLES INTENTION TOWARDS COSMETIC SURGERY	Jovic Marija, Filipovic Vinka, Jovic Marko
4	KEY ACCOUNT MANAGEMENT - STRATEGIC IMPERATIV IN POSTAL SERVICES	Ožegović Spasenija, Šarac Dragana, Unterberger Marija
5	ROLE OF MARKETING COMMUNICATION IN CANCER PREVENTION	Cvijovic Jelena, Kostić - Stanković Milica, Krstic Goran
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7	THE EFFECTIVENESS OF MEDIA CAMPAIGNS IN COMMUNICATION WITH CHILDREN	Malinović Anja, Vlastelica Bakic Tamara, Cicvaric Kostic Slavica
8	CHALLENGES AND OPPORTUNITIES OF INTERNET MARKETING IN SERBIA AND THE WORLD	Markov Jasmina, Stankov Biljana, Roganović Milijana
9	THE EFFECTIVENESS OF ATL AND BTL ADVERTISING TECHNIQUES	Šehović Marijana, Duduković Mirjana, Mladenović Jelena

COMMUNICATION MANAGEMENT AND SOCIAL NETWORKING

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2	COMMUNITY MANAGEMENT IN SERBIA AND FACEBOOK INFLUENCE ON SERBIAN SOCIETY	Stojanović Katarina, Tasic Marijana, Šehović Marijana
3	NEW MEDIA IN INTERNAL COMMUNICATION	Okanovic Milan, Stefanovic Tijana, Suznjevic Monika
4	INFOGRAPHIC AS A MARKETING COMMUNICATION TOOL	Milovanovic Dragana, Ivanisevic Leo

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1	SOFTWARE DEFINED NETWORK INFRASTRUCTURE FOR AN E-LEARNING CLOUD	Šuh Jelena, Vujin Vladimir, Bogdanović Zorica
2	HADOOP INFRASTRUCTURE FOR EDUCATION	Marjanović Darko, Milovanović Miloš, Radenkovic Bozidar
3	IMPROVING E-LEARNING SERVICES WITH BIG DATA ANALYSIS	Milakovic Nemanja, Mijatović Dušan, Bogdanović Zorica
4	A MODEL FOR SMART E-LEARNING ENVIRONMENT	Simić Konstantin, Stevanović Mladen, Đurić Igor
5	LEVERAGING PLATFORM AS A SERVICE FOR SIMULATION LEARNING INFRASTRUCTURE	Milić Aleksandar, Kojić Slobodan, Petrović Pavle
6	A PLATFORM FOR LEARNING INTERNET OF THINGS	Đurić Igor, Simić Konstantin, Radenkovic Bozidar
7	MOBILE ADAPTIVE LANGUAGE LEARNING	Milutinović Miloš, Stepanić Đorđe, Despotovic-Zrakić Marijana
8	IMPROVING E-LEARNING PROCESS WITH WEARABLE COMPUTING	Stepanić Đorđe, Stevanović Mladen, Milutinović Miloš
9	ENHANCING STUDENT RELATIONSHIP MANAGEMENT WITH SOCIAL MEDIA MARKETING	Vojinović Iva, Labus Aleksandra, Kovacevic Borko
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12	IMPLEMENTING NFC SERVICE SECURITY - SE VS TEE VS HCE	Lepojevic Borko, Pavlović Bojan, Radulović Aleksandar
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14	SUPPLY CHAIN MANAGEMENT IN FOOTWEAR INDUSTRY	Milinoić Suzana, Đokić Dragan, Labus Aleksandra
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23	PROVIDING CRM SERVICES IN B2B PORTAL OF ELECTRONIC MEDIA	Živanović - Ratković Vanjica, Barać Dušan, Kovacevic Ivanka

SUSTAINABLE DEVELOPMENT AND ENVIRONMENTAL MANAGEMENT

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2	ALTERNATIVE – RSE ENERGETIC RESOURCES IN SLOVENIA AND SERBIA AND ITS POSSIBILITIES OF EXPLOATATION IN PRACTICE	Žnidarič Davorin
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6	TOWARDS A FRAMEWORK FOR EVALUATION SUSTAINABLE SOCIETY INDEX	Maričić Milica, Jankovic Marija, Jeremic Veljko
7	THE RESEARCH ON THE DEVELOPMENT OF ENVIRONMENTALLY RESPONSIBLE LOGISTICS IN SERBIA	Jovanović Igor, Jakovljević Luka, Pavićević Milica
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2	ANALYSIS OF THE LEVEL OF ALIGNMENT OF MARKETING OBJECTIVES WITH SOCIAL RESPONSIBILITY IN THE COUNTRIES IN TRANSITION	Krivokapic Slobodanka

PERFORMANCE MANAGEMENT

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2	MEASURING IMPLICIT AND EXPLICIT KNOWLEDGE IN ORGANISATIONS	Vukić Ivan, Čudanov Mladen, Gheorghe Săvoiu

PROJECT MANAGEMENT

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2	ORGANIZATIONAL PROJECT MANAGEMENT MATURITY ANALYSIS OF ENERGY SECTOR COMPANIES	Mihic Marko, Petrović Dejan, Obradović Vladimir
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5	APPLICATIONS OF RANKING INDEXES OF PROJECT ACTIVITIES FOR PROJECT MANAGEMENT TASKS	Yossi Hadad, Baruch Keren, Zohar Laslo
6	PROJECT SUCCESS ANALYSIS: EVIDENCE FROM SERBIA	Todorović Marija, Toljaga-Nikolić Danijela, Mitrović Zorica
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9	RISK INDEX AS PROJECT RISK MEASURE	Komazec Nenad, Stankovic Miomir, Savić Suzana
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ENTREPRENEURSHIP AND MANAGEMENT OF SMALL AND MEDIUM ENTERPRISES

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2	ORGANIZATION OF NON-WOOD FOREST PRODUCTS SELLING IN SMALL AND MEDIUM ENTERPRISES IN CENTRAL SERBIA	Nonic Dragan, Avdibegovic Mersudin, Nedeljković Jelena
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OPERATIONAL RESEARCH AND QUANTITATIVE METHODS IN MANAGEMENT

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QUALITY MANAGEMENT

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