

# SYMORG 2016 PROGRAMME

## SESSIONS



<b>ENVIRONMENTAL MANAGEMENT</b>		<b>Saturday, June 11, 18:00-20:00</b>
<b>MODERATORS</b>		Nataša Petrović, PhD, University of Belgrade Mirjana Drakulić, PhD, University of Belgrade Vila Romanija Hall 2
	<b>PAPERS</b>	<b>Authors</b>
1.	<b>ACOMPLISHING GOALS OF TERTIARY ENVIRONMENTAL EDUCATION BY USING DEBATE AS AN EDUCATIONAL METHOD</b>	Vignjević Milan, Čirović Marko
2.	<b>AIR POLLUTANTS AND GREENHOUSE GASES</b>	Senegačnik Marjan, Vuk Drago, Petrović Nataša
3.	<b>APPLICATION OF EU LEGISLATION AIMED AT PREVENTING MAJOR ACCIDENTS IN THE CONTEXT OF ENVIRONMENTAL PROTECTION</b>	Kovačić Mirjana, Zekić Astrid, Dundović Čedomir
4.	<b>COMBINING LEAN AND GREEN IN LOGISTICS: A SURVEY OF LOGISTICS COMPANIES IN SLOVENIA</b>	Pejić Vaska, Liseč Andrej
5.	<b>ENVIRONMENTAL MANAGEMENT AND SUSTAINABILITY: TRENDS AND PRACTICES</b>	Borojević Tatjana, Senegačnik Marjan, Petrović Nataša
6.	<b>MULTIATTRIBUTE METHODS AS A MEANS FOR SOLVING LAKE POLLUTION PROBLEMS</b>	Andrić Gušavac Bisera, Popović Milena, Katić Ana
7.	<b>REACHING ENERGY EFFICIENCY THROUGH ENVIRONMENTALLY RESPONSIBLE HARDWARE AND SOFTWARE DEVELOPMENT</b>	Milekić Matija, Čirović Marko, Petrović Nataša
8.	<b>SELECTION OF EFFICIENT LOCATIONS FOR MEDICAL WASTES INCINERATION PLANTS</b>	Stanojević Kristina, Makajić Nikolić Dragana, Savić Gordana
9.	<b>SUSTAINABILITY OF THE FASHION INDUSTRY: HOW DOES THE YOUTH FEEL</b>	Radaković Jelena Andreja, Pepić Marko, Stevanović Dejana
10.	<b>THE ATTITUDES OF ENVIRONMENTALLY EDUCATED STUDENTS ABOUT A NEW GLOBAL DEVELOPMENT AGENDA</b>	Petković Jasna, Radaković Jelena Andreja

<b>PUBLIC ADMINISTRATION MANAGEMENT</b>		<b>Saturday, June 11, 18:00-20:00</b>
<b>MODERATORS</b>		Nataša Petrović, PhD, University of Belgrade Mirjana Drakulić, PhD, University of Belgrade Vila Romanija Hall 2
	<b>PAPERS</b>	<b>Authors</b>
1.	<b>THE PROCESS OF DECISION MAKING AT LOCAL LEVEL; BASED ON THE MODEL OF THE CITY MUNICIPALITY OBRENOVAC</b>	Ašković Bojana
2.	<b>PUBLIC SERVICE INTERFACE SOLUTION BASED ON BACK OFFICE INTERCONNECTION FOR E-GOVERNMENT DEVELOPMENT: A MACEDONIAN CASE STUDY</b>	Bogdanoska Jovanovska Mimoza, Blazevska-Tabakovska Natasa, Vlahu-Gjorgievska Elena
3.	<b>INSTITUTIONALISM AND ORGANISATIONAL LEARNING IN THE PUBLIC PROCUREMENT MARKET</b>	Jaško Ondrej, Čudanov Mladen, Savoju Gheorghie
4.	<b>EMBRACING THE OPEN DATA INITIATIVE IN REPUBLIC OF SERBIA</b>	Vidojević Branislav, Milčić Marija
5.	<b>DEVELOPMENT OF SYSTEM FOR COORDINATE AND EFFICIENT RESPONSE TO CYBER INCIDENTS</b>	Jovanovic Svetlana, Drakulic Mirjana, Vucenovic Tamara
6.	<b>RESEARCH IN THE FUNCTION OF IMPROVEMENT OF PUBLIC PROCUREMENT LAW</b>	Vukmirović Jovanka, Jovanović Predrag, Vukmirović Dragan

<b>HUMAN RESOURCE MANAGEMENT</b>		<b>Saturday, June 11, 18:00-20:00</b>
<b>MODERATORS</b>		Dobrivoje Mihailović, PhD, University of Belgrade Gordana Milosavljević, PhD, University of Belgrade Srbija Hall 3
	<b>PAPERS</b>	<b>Authors</b>
1.	<b>E-RECRUITMENT: THE USE OF CONTEMPORARY TECHNOLOGIES FOR MANAGING TALENTS</b>	Anđelković Labrović Jelena, Milosavljević Gordana
2.	<b>“JOHARI’S BEERGAME”: THE EFFECT OF ALTERING COOPERATIVENESS IN SUPPLY CHAIN</b>	Panić Biljana, Kovačević Ivana, Vujošević Mirko
3.	<b>HUMAN RESOURCES AS THE INITIATOR OF HIGH VALUE ENVIRONMENTAL PERFORMANCES OF LOCAL GOVERNMENTS OF THE REPUBLIC OF SERBIA</b>	Nikolić Neda, Paunović Vladan, Dabetić Djordje
4.	<b>FORMER SOLDIERS’ ATTITUDES TOWARDS ACTIVE RESERVE SERVICE</b>	Nikolic Nebojsa
5.	<b>THE MAIN MOTIVATING FACTORS FOR SOMEONE TO TAKE UP ENTREPRENEURSHIP</b>	Milinković Ivana, Kovačević Ivana, Mihailović Dobrivoje
6.	<b>IMPACT OF HUMAN RESOURCE MANAGEMENT ON ORGANIZATIONAL PERFORMANCE</b>	Stanojević Dražena
7.	<b>SPIRAL DYNAMICS AS VALUE SYSTEM AND COMPETITIVE ADVANTAGE OF AN ORGANIZATION</b>	Rodic Dusanka
8.	<b>MILLENNIALS IN THE WORKPLACE</b>	Ivancevic Sonja, Ratkovic Tatjana
9.	<b>WHAT EVER HAPPENED TO THE CONCEPT OF HR BUSINESS PARTNERSHIP? SOME EVIDENCE ON FIRMS OPERATING IN SERBIA</b>	Stefanović Ivan
10.	<b>WFMS AS THE FOUNDATION OF BUSINESS PROCESS IMPROVEMENT: HUMAN RESOURCE MANAGEMENT PERSPECTIVE</b>	Minić Nemanja, Lukić Marija, Savić Milica

QUALITY MANAGEMENT		Saturday, June 11, 18:00-20:00
<b>MODERATORS</b>		
Jovan Filipović, PhD, University of Belgrade		Srbija
Ivana Mijatović, PhD, University of Belgrade		Hall 4
PAPERS		Authors
1.	<b>PERCEPTION OF BENEFITS - GUIDELINES FOR THE APPLICATION OF ISO 9001:2015</b>	Cice Jelena, Pribičević Ivan, Kočijašević Strahinja
2.	<b>PARADIGM EVOLUTION: FROM LINEARITY TO COMPLEXITY IN THE WORLD OF QUALITY MANAGEMENT</b>	Borisavljević Miloš, Nedeljković Miloš, Đurić Mladen
3.	<b>SOME TERMINOLOGICAL OBSERVATIONS ON ISO 9000 STANDARD SERIES WITH SPECIAL FOCUS ON ISO 9000:2015</b>	Đordan Andrijana, Jakić Gordana, Anđelković Jelena
4.	<b>QUALITY COSTS IN THE MANAGEMENT SYSTEM IN THE FIELD OF HIGHER EDUCATION</b>	Zivkovic Nedeljka
5.	<b>DOCUMENTING PROCESSES: CHALLENGES FOR FIRMS OPERATING IN SERBIA</b>	Momčilović Marina, Stefanović Ivan
6.	<b>QUALITY MANAGEMENT AND INFORMATION: FROM STAKEHOLDERS REPORTING TO MEDIA PIONEERING QUALITY</b>	Jakovljević Tamara, Čobrenović Ana, Ranković Biljana
7.	<b>HOLISTIC APPROACH TO CONSULTING FOR QUALITY SYSTEM AND OTHER MANAGEMENT SYSTEMS</b>	Trajković Ana, Mihić Branimirka
8.	<b>FMEA APPLICATION IN RISK MANAGEMENT AS RESPONSE TO THE ISO 9001:2015 REQUIREMENTS</b>	Markovic Sanja, Ruso Jelena, Horvat Ana
9.	<b>QUALITY OF SOCIAL RESPONSIBILITY ACTIVITIES AND STAKEHOLDERS NEEDS IN SERBIAN EDUCATIONAL INSTITUTIONS</b>	Lukić Bojana, Glogovac Maja, Živković Nedeljko
10.	<b>WHO IS GOING TO BE MORE INTERESTED IN ISO 50001 CERTIFICATION?</b>	Kandić Sanja
11.	<b>THE ROLE OF HIGHER EDUCATION IN BUILDING AND IMPROVING NATIONAL QUALITY INFRASTRUCTURE – THE CASE OF SERBIA</b>	Ruso Jelena, Filipović Jovan, Pejović Gordana
12.	<b>THE ROLE AND THE PERCEPTION OF THE STANDARD ISO 22000</b>	Jovanović Luka, Ilić Milica, Đurić Mladen
13.	<b>INNOVATIVE STRATEGIES FOR NEW COMPETENCE DEVELOPMENT – BRINGING THE REALWORLD IN HIGHER EDUCATION</b>	Mijatovic Ivana, Damjanovic Vesna
14.	<b>SOFTWARE QUALITY ASSURANCE</b>	Marković Sara, Stojanović Katarina, Đurić Mladen

<b>ENTREPRENEURSHIP</b>		<b>Saturday, June 11, 18:00-20:00</b>
<b>MODERATORS</b>		Jasmina Omerbegović Bijelović, PhD, University of Belgrade Marko Mihić, PhD, University of Belgrade Lovćen Hall 5
	<b>PAPERS</b>	<b>Authors</b>
1.	<b>ANALYSIS OF STAGES IN THE LIFE CYCLE OF FAMILY SMEs IN THE REPUBLIC OF SERBIA</b>	Mihic Marko, Arsic Sinisa, Arsic Milos
2.	<b>ARGUMENTS FOR DESIGNING PROGRAMMES FOR ENCOURAGING THE YOUTH IN SERBIA TOWARDS ENTREPRENEURSHIP</b>	Omerbegović-Bijelović Jasmina, Mirković Predrag, Rakićević Zoran
3.	<b>COMPANY'S GROWTH AS A RESULT OF ENTREPRENEUR'S CREATIVE ABILITIES</b>	Peljko Žiga, Jeraj Mitja, Marič Miha
4.	<b>FEMALE ENTREPRENEURSHIP: MAIN CHALLENGES AND THE IMPACT OF GENDER GAP</b>	Kokotović Dunja, Rakić Bogdan, Kokotović Tijana
5.	<b>ORGANIZATION SPECIFICS OF SMALL AND MEDIUM ENTERPRISES WITH A SPECIAL OVERVIEW OF MARKETING FUNCTION</b>	Vukmirović Valentina, Vukmirović Nikola
6.	<b>WOMEN'S ENTREPRENEURSHIP - A GLOBAL PERSPECTIVE AND CURRENT STATE IN SERBIA</b>	Vrbanac Maja, Milovanović Marina, Perišić Jasmina

<b>INTERNATIONAL MANAGEMENT</b>		<b>Saturday, June 11, 18:00-20:00</b>
<b>MODERATORS</b>		Jasmina Omerbegović Bijelović, PhD, University of Belgrade Marko Mihić, PhD, University of Belgrade Lovćen Hall 5
	<b>PAPERS</b>	<b>Authors</b>
1.	<b>GAINING COMPETITIVE ADVANTAGE IN INTERNATIONAL BUSINESS ENVIRONMENT THROUGH SMART PRODUCTS AND SERVICES DEVELOPMENT</b>	Backović Nemanja, Milićević Vesna, Ilić Bojan
2.	<b>INTERNATIONAL SOURCES OF FUNDING ECONOMIC DEVELOPMENT</b>	Jednak Sandra, Parežanin Miloš, Kragulj Dragana
3.	<b>TRANSFER PRICES - AN INSTRUMENT FOR BOOSTING COMPETITIVENESS OF MULTINATIONAL ENTERPRISES</b>	Popovčić-Avrić Snežana, Šestović Marina, Todić Tamara
4.	<b>ROMANIA AND SERBIA – SIMILARITIES AND MAJOR DEVIATIONS FROM THE STATISTICAL PROFILE OF A GENERIC BALKAN ECONOMY</b>	Săvoiu Gheorghe, Taicu Marian, Čudanov Mladen
5.	<b>INTERNATIONAL TECHNOLOGY TRANSFER AND SPILLOVERS IN MERGERS AND ACQUISITIONS</b>	Kijanović Nemanja
6.	<b>OVERVIEW OF AIRLINE FLEET OWNERSHIP STRUCTURE</b>	Dožić Slavica, Krnić Radovan

<b>PROJECT MANAGEMENT</b>		<b>Sunday, June 12, 8:30-10:30</b>
<b>MODERATORS</b>		Vila Romanija Hall 1
Dejan Petrović, PhD, University of Belgrade		
Vladimir Obradović, PhD, University of Belgrade		
<b>PAPERS</b>	<b>Authors</b>	
1.	<b>COMPETENCES OF THE PROJECT MANAGERS IN RELATION TO THE TYPE OF PROJECT</b>	Petrović Dejan, Mihić Marko, Obradović Vladimir
2.	<b>KNOWLEDGE SHARING IN PROJECT ENVIRONMENT</b>	Todorović Marija, Toljaga-Nikolić Danijela, Mitrović Zorica
3.	<b>MATURITY MODEL COMPARATIVE ANALYSIS: OPM3 VS. IPMA DELTA MODEL</b>	Bjelica Dragan, Mitrović Zorica, Todorović Marija
4.	<b>SUSTAINABILITY AND PROJECT MANAGEMENT – WHERE IS THE LINKAGE?</b>	Toljaga-Nikolić Danijela, Todorović Marija, Bjelica Dragan

<b>STRATEGIC MANAGEMENT</b>		<b>Sunday, June 12, 8:30-10:30</b>
<b>MODERATORS</b>		Vila Romanija Hall 1
Dejan Petrović, PhD, University of Belgrade		
Vladimir Obradović, PhD, University of Belgrade		
<b>PAPERS</b>	<b>Authors</b>	
1.	<b>INTEGRATED PERFORMANCE MANAGEMENT FROM A UNIVERSITY PERSPECTIVE</b>	Skoog Matti, Vesovic Vladimir
2.	<b>FRAMEWORK FOR STRATEGIC PERFORMANCE MANAGEMENT IN THE MEDIA INDUSTRY</b>	Marić Nataša, Obradović Vladimir, Cicvarić Kostić Slavica
3.	<b>DEVELOPMENT AND TRENDS IN THE MANAGEMENT CONSULTING INDUSTRY</b>	Krivokapić Jovan, Savić Milica, Čudanov Mladen
4.	<b>APPLYING A GENERAL MORPHOLOGICAL ANALYSIS IN LONG-TERM DEFENCE PLANNING PROCESS</b>	Kankaraš Milan, Stojković Dejan, Lojić Ranko
5.	<b>PROGNOSTIC RESEARCH IN THE FUNCTION OF STRATEGIC DEFENSE PLANNING</b>	Blagojević Srđan, Ristić Vladimir, Bojanic Dragan
6.	<b>ON METHODOLOGICAL APPROACHES TO DEFENCE SECTOR REFORM</b>	Nikolic Nebojsa
7.	<b>STRATEGIC PERFORMANCE MANAGEMENT SYSTEM IN PUBLIC SECTOR: THE ROLE OF KNOWLEDGE MANAGEMENT</b>	Mitrović Zorica, Bjelica Dragan, Toljaga Nikolić Danijela
8.	<b>THE SIGNIFICANCE OF THE PARADIGM OF GRADUAL EVOLUTION FOR THE DEVELOPMENT OF THE DEFENCE SYSTEM</b>	Ristic Vladimir, Blagojević Srđan
9.	<b>ANALYSIS OF POSTAL MARKET AS A PRECONDITION DEFINING THE MODEL ACCESSTO POSTAL NETWORK IN REPUBLIC OF SERBIA</b>	Unterberger Marija, Šarac Dragana, Ožegović Spasenija
10.	<b>MEASURING SECURITY MANAGEMENT PERFORMANCE</b>	Bojanic Dragan
11.	<b>MILLENNIALS AS A FUTURE DOMINANT WORKFORCE- STRATEGIC FRAMEWORK FORUNDERSTANDING AND CREATING CHALLENGING ENVIRONMENT</b>	Ilić Tanja, Pavićević Milica

<b>OPERATIONS MANAGEMENT</b>		<b>Sunday, June 12, 8:30-10:30</b>
<b>MODERATORS</b>	Dragan Vasiljević, PhD, University of Belgrade	Vila Romanija Hall 2
	Dragoslav Slović, PhD, University of Belgrade	
	Mladen Čudanov, PhD, University of Belgrade	
	<b>PAPERS</b>	<b>Authors</b>
1.	<b>TRACKING OF KEY PERFORMANCE INDICATORS BY USING CONTROL CHARTS: CASE OF OEE STABILIZATION</b>	Vasić Danko, Gregec Nikola, Rakićević Zoran
2.	<b>A NOVEL ALGORITHM FOR COMBINATORIAL PROBLEM IN MANUFACTURING CELL FORMATION</b>	Danilović Miloš, Ilić Oliver
3.	<b>APPLICATION OF MODERN CONTROL THEORY TO INVENTORY CONTROL IN PHARMACEUTICAL DISTRIBUTION COMPANY</b>	Đorđević Lena, Antić Slobodan
4.	<b>STATIC CODE ANALYSIS AND REPORTS BASED APPROACHES FOR SPREADSHEET ERRORS DETECTION</b>	Živić Miloš, Đorđević Lena, Lečić-Cvetković Danica
5.	<b>RATIONALIZATION OF STORAGE COSTS BY APPLICATION OF MODIFIED SMED METHOD</b>	Milanovic Dragan, Nestorov Aleksandar, Misita Mirjana
6.	<b>KEY PERFORMANCE INDICATORS AND PRICING STRATEGIES PLANNING IN RETAIL INDUSTRY</b>	Radonić Milenko, Đorđević Vedrana, Omerbegović-Bijelović Jasmina
7.	<b>OPEN SOURCE ENTERPRISE RESOURCE PLANNING: SOLUTION FOR PRODUCTION PLANNING IN SMEs</b>	Rakićević Zoran, Omerbegović-Bijelović Jasmina, Lečić-Cvetković Danica
8.	<b>GPI PROCESS PERFORMANCE MEASUREMENT MODEL</b>	Simeunović Barbara, Slović Dragoslav, Radović Milić
9.	<b>DETERMINATION OF FAILURE DISTRIBUTION PARAMETERS FOR BANBURY MACHINE</b>	Aydın M. Şirin, Güney Baha, Teke Çağatay
10.	<b>OVERALL ORGANIZATIONAL PERFORMANCE: A NOTE ON FIRMS OPERATING IN THE WESTERN BALKANS REGION</b>	Stefanović Ivan, Marčetić Nenad
11.	<b>IMPROVING EFFICIENCY OF ENGINEER-TO-ORDER OPERATIONS THROUGH LEAN IMPLEMENTATION: EMPIRICAL RESEARCH</b>	Tomašević Ivan, Slović Dragoslav, Stojanović Dragana
12.	<b>TOWARDS SUSTAINABILITY: MASS CUSTOMIZED-LEAN-AGILE-FIT OPERATIONS MANAGEMENT IN BANKING</b>	Tornjanski Vesna, Marinković Sanja, Jančić Željka
13.	<b>APPLICATION OF THE GAMES IN TEACHING LOGISTICS AND SUPPLY CHAIN MANAGEMENT IN THE REPUBLIC OF SERBIA</b>	Cvetić Biljana, Milenković Nemanja

<b>CORPORATE RESTRUCTURING</b>		<b>Sunday, June 12, 8:30-10:30</b>
<b>MODERATORS</b>	Dragan Vasiljević, PhD, University of Belgrade	Vila Romanija Hall 2
	Dragoslav Slović, PhD, University of Belgrade	
	Mladen Čudanov, PhD, University of Belgrade	
	<b>PAPERS</b>	<b>Authors</b>
1.	<b>DMS AS A PROACTIVE APPROACH IN RESPONSIBLE RESTRUCTURING</b>	Stanojević Terzić Slobodanka
2.	<b>MODEL FOR RESTRUCTURING PUBLIC PROCUREMENT SYSTEM IN SERBIA</b>	Todorović Ivan, Komazec Stefan, Jaško Ondrej
3.	<b>PUBLIC PROCUREMENT CENTRALIZATION – FUNCTIONS OF THE CENTRAL BODY FOR PUBLIC PROCUREMENTS</b>	Komazec Stefan, Todorović Ivan, Jevtić Miloš

<b>DATA SCIENCE AND BUSINESS INTELLIGENCE</b>		<b>Sunday, June 12, 8:30-10:30</b>
<b>MODERATORS</b>	Milija Suknović, PhD, University of Belgrade	<b>Srbija Hall 3</b>
	Boris Delibašić, PhD, University of Belgrade	
<b>PAPERS</b>	<b>Authors</b>	
1.	<b>DATA WAREHOUSE FOR GLOBAL AIR TRANSPORT DEVELOPMENT</b>	Nenadović Ana
2.	<b>TOMATIC CREATION OF CLINICAL PATHWAYS – A CASE STUDY</b>	Kirchner Kathrin, Marković Petar, Delias Pavlos
3.	<b>ASSOCIATION RULE MINING: MODERN BUSINESS APPROACH</b>	Istrat Višnja, Matović Dajana, Palibrk Milko
4.	<b>PREDICTING RISK OF BUYING LOW QUALITY CAR WITH RAPID MINER</b>	Mitic Nemanja, Jankovic Ana, Vukicevic Milan
5.	<b>PREDICTIVE MODELLING FOR CLAIMS PROCESSING – CASE STUDY OF BNP PARIBAS</b>	Sreckovic Stefan, Suknovic Milija, Vukicevic Milan
6.	<b>LOGICAL CLASSIFICATION METHOD FOR BANKRUPTCY PREDICTION</b>	Marković Dragana, Živančević Sanja, Poledica Ana
7.	<b>BUILDING A DATA-ENRICHED DEX-BASED DECISION SUPPORT SYSTEM FOR EARLY WARNING ON INCREASED RISK OF SKIING INJURY OCCURRENCE – FIRST RESULTS</b>	Marković Petar, Delibašić Boris, Suknović Milija
8.	<b>EUROPE 2020 STRATEGY – A MULTIVARIATE APPROACH</b>	Milenković Nemanja, Đoković Aleksandar, Vukmirović Aleksandra
9.	<b>A FUZZY LOGIC-BASED SYSTEM FOR ENHANCING SCRUM METHODOLOGY</b>	Stupar Mihailo, Milošević Pavle, Petrović Bratislav
10.	<b>APPLYING THE ANALYTIC HIERARCHY PROCESS TO RANK CITY-BRANCHES</b>	Cvetkoska Violeta, Begicevic Redzep Nina

<b>KNOWLEDGE MANAGEMENT</b>		<b>Sunday, June 12, 8:30-10:30</b>
<b>MODERATORS</b>	Milija Suknović, PhD, University of Belgrade	<b>Srbija Hall 3</b>
	Boris Delibašić, PhD, University of Belgrade	
<b>PAPERS</b>	<b>Authors</b>	
1.	<b>TRANSNATIONAL R&amp;D COOPERATION AND BARRIERS TO COOPERATION IN THE DANUBEREGION – SERBIA CASE</b>	Semenčenko Dušica, Živković Lazar, Kutlača Đuro
2.	<b>COMPETENCY OF REGISTERED FARMERS FOR INDEPENDENT BUSINESS</b>	Miladinović Slobodan, Ljiljanić Nikola



<b>BUSINESS ANALYTICS AND OPTIMIZATION</b>		<b>Sunday, June 12, 8:30-10:30</b>
<b>MODERATORS</b>	Mirko Vujošević, PhD, University of Belgrade	Srbija Hall 4
	Milan Martić, PhD, University of Belgrade	
<b>PAPERS</b>		<b>Authors</b>
1.	<b>MEASURING SOCIAL PREFERENCES USING EXPERIMENTAL GAMES: LITERATURE REVIEW</b>	Kuzmanović Marija, Blažić Tijana
2.	<b>AHP GROUP DECISION MAKING: EXAMPLE OF SELECTING EVALUATORS FOR EVALUATION OF PERFORMANCE OF MILITARY MOTOR VEHICLES DRIVERS</b>	Lukovac Vesko, Pamučar Dragan, Gigović Ljubomir
3.	<b>MULTICRITERIA DECISION MAKING - PRACTICAL EXAMPLE OF AHP BASED APPROACH FOR SUPPLIER SELECTION</b>	Mihailovic Jovana
4.	<b>EFFICIENCY EVALUATION OF ABA LEAGUE TEAMS FOR THE SEASON 2012-13 THROUGH DMU CLUSTERING AND DEA</b>	Mitrović Maja
5.	<b>APPLICATION OF GENETIC ALGORITHM IN AUTOMATED TRADING</b>	Jovanovic Pavle, Rakicevic Aleksandar, Petrovic Bratislav
6.	<b>ON A PARAMETRIC APPROACH TO IMPROVE THE SOLUTION TO A FUZZY BI-CRITERIA TRANSPORTATION PROBLEM</b>	Stanojević Bogdana, Stanojević Milan
7.	<b>OPTIMAL ADJUSTMENTS OF ORDER QUANTITIES DUE TO PACKAGING AND TRUCK CONSTRAINTS</b>	Đorđević Aleksa, Belić Ana, Makajic-Nikolic Dragana
8.	<b>OPTIMAL HETEROGENEOUS STAFF SCHEDULING IN CASE OF PLANNING A SPECIAL EVENT</b>	Hadziahmetovic Maja, Marinovic Minja
9.	<b>AGENT-BASED MODELS: A REVIEW OF APPLICATIONS</b>	Zornic Nikola, Markovic Aleksandar
10.	<b>THE INFLUENCE OF EDUCATIONAL DEVELOPMENT INDICATORS ON GRADUATES' EMPLOYMENT RATES</b>	Bjelaković Ana, Dobrota Marina
11.	<b>IMPACT OF LARGE EXPORTERS' OWNERSHIP STRUCTURE ON THE GROWTH OF EXPORT IN SERBIA</b>	Jeremić Zoran
12.	<b>THE ALTERATION OF U21 RANKING METHODOLOGY: FROM EXPERT-DRIVEN TO DATA-DRIVEN WEIGHTING SCHEME</b>	Maričić Milica, Bulajić Milica, Dobrota Marina
13.	<b>SELECTING AN APPROPRIATE METHOD FOR MISSING DATA IMPUTATION: A CASE OF COUNTRIES RANKING</b>	Rakićević Jovana, Savić Gordana, Bulajić Milica
14.	<b>THE CONJOINT ANALYSIS OF PARENTS' PREFERENCES TOWARDS CHILDREN'S PHYSICAL ACTIVITIES</b>	Šormaz Jelena, Kuzmanović Marija, Jeremić Veljko
15.	<b>AN OPTIMIZATION-SIMULATION APPROACH TO ADVERTISEMENT PLACEMENT PROBLEM</b>	Marković Stefan, Vujošević Mirko

<b>E-BUSINESS PART 1</b>		<b>Sunday, June 12, 8:30-10:30</b>
<b>MODERATORS</b>		Marijana Despotović Zrakić, PhD, University of Belgrade Zorica Bogdanović, PhD, University of Belgrade Lovćen Hall 5
	<b>PAPERS</b>	<b>Authors</b>
1.	<b>E-BUSINESS START-UP MODELS</b>	Malbašić Una, Surla Katarina
2.	<b>MEASURING DEMAND FOR IT SKILLS ON THE SERBIAN JOB MARKET</b>	Vujović Stefan, Đorđević Valentina, Barać Dušan
3.	<b>TRENDS SHAPING BUSINESS MODEL INNOVATION IN TELECOMMUNICATION COMPANIES</b>	Orlić Nenad, Vasković Vojkan
4.	<b>RESHAPING THE FUTURE OF BUSINESS PROCESS MANAGEMENT THROUGH SUSTAINABLE CONTENT MANAGEMENT SYSTEM</b>	Milenkovic Dejan, Jovanovic Milenkovic Marina, Simonovic Dragoljub
5.	<b>STAKEHOLDER RELATIONSHIP MANAGEMENT IN E-BUSINESS OF LARGE ENTERPRISES</b>	Milinović Suzana , Vasiljević Dragana, Despotović-Zrakić Marijana
6.	<b>IMPLEMENTATION OF QUALIFIED ELECTRONIC SIGNATURE IN THE PROCESS OF CREATING TECHNICAL DOCUMENTATION</b>	Novarlić Miljana, Martać Rastko
7.	<b>MANAGEMENT INFORMATION SYSTEMS: E-LEARNING AT THE UNIVERSITY OF NOVI SAD</b>	Marjanovic Ugljesa, Tasic Nemanja, Lalic Bojan
8.	<b>IMPLEMENTATION OF THE CROWDFUNDING CONCEPT IN HIGHER EDUCATION</b>	Staletić Nada, Petrovic Vera
9.	<b>ILS LEARNING STYLE MODEL AND MULTIMEDIA E-LEARNING</b>	Radosavljević Vitomir, Mamula Tartalja Danica, Jelić Gordana
10.	<b>CRM MODEL IN E-BUSINESS FOR NON-COMMERCIAL ONLINE RADIO</b>	Badovinac Nenad, Đorđević Katarina
11.	<b>WEB SITE INTEGRATION INTO ORGANIZATIONAL STRUCTURE OF THE LOCAL TOURIST COMMUNITY</b>	Vasković Jelena, Bačević Miloš
12.	<b>APPROACH TO COLLABORATIVE MICROLEARNINGBASED ON CROWDSOURCING</b>	Zahirović Suhonjić Anida, Labus Aleksandra, Despotović Zrakić Marijana
13.	<b>AUGMENTED REALITY AND MOBILE LEARNING</b>	Štrbac Slavica, Grgurović Biljana, Radosavljević Vitomir
14.	<b>SEMANTIC MODEL FOR ADAPTIVE E-LEARNING SYSTEMS</b>	Perišić Jasmina, Bogdanović Zorica, Đurić Igor
15.	<b>SUCCESS FACTORS FOR LUXURY BRANDS IN E-BUSINESS: BURBERRY CASE STUDY</b>	Radisavljevic Tijana, Markovic Aleksandar

<b>ICT AND MANAGEMENT</b>		<b>Sunday, June 12, 11:00-13:00</b>
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Saša Lazarević, PhD, University of Belgrade		Hall 1
	<b>PAPERS</b>	<b>Authors</b>
1.	<b>COMPARATIVE ANALYSIS OF SCRUM AND KANBAN METHODOLOGIES FOR MANAGING INFORMATION SYSTEMS DEVELOPMENT</b>	Pantelić Ognjen, Gajić Vedrana, Pajić Ana
2.	<b>APPLICATION OF MULTIMODAL BIOMETRICS IN ACCESS CONTROL SYSTEMS</b>	Milenković Ivan, Živković Ksenija, Simić Dejan
3.	<b>OVERVIEW OF EAR BASED PERSON RECOGNITION ALGORITHMS</b>	Krneta Sofija, Šošević Uroš, Starčević Dušan
4.	<b>PREVENTION OF FRAUD IN ELECTRONIC PAYMENT SYSTEMS</b>	Bogićević Sretenović Marija, Petković Jasna, Jovanović Bojan
5.	<b>CASH, HASH OR TRASH - HASH FUNCTION IMPACT ON SYSTEM SECURITY</b>	Zivadinovic Milos, Milenkovic Ivan, Simic Dejan
6.	<b>GIS IN BUSINESS MANAGEMENT</b>	Kranjac Mirjana, Sikimić Uroš, Tomić Srđan
7.	<b>PROSPECTS AND TRENDS IN THE DEVELOPMENT OF TELEMEDICINE</b>	Jovanovic Milenkovic Marina, Milenkovic Dejan, Ristic Slobodan
8.	<b>MODEL-DRIVEN APPROACH TO THE IMPLEMENTATION OF WEB SERVICE INTERFACES FOR 4GL SYSTEM</b>	Vesić Slavimir, Aničić Nenad, Babarogić Slađan

<b>SOFTWARE ENGINEERING</b>		<b>Sunday, June 12, 11:00-13:00</b>
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	<b>PAPERS</b>	<b>Authors</b>
1.	<b>GENERAL CONCEPT OF THE PLATFORM INDEPENDENCY MODEL</b>	Vlajić Siniša, Antović Ilija, Savić Dušan
2.	<b>DEVELOPING ANDROID APPLICATION FOR LEARNING DATABASE DESIGN</b>	Lazarević Saša, Stanišić Igor
3.	<b>COMPARATIVE ANALYSIS OF UML MODELING TOOLS WITH FOCUS ON BUSINESS LOGIC SPECIFICATION</b>	Stanojević Vojislav, Lazarević Saša, Milić Miloš
4.	<b>A POSSIBLE APPROACH TO AUTOMATING THE DESIGN OF NOSQL DOCUMENT-ORIENTED DATABASES</b>	Stojimirović Dejan, Nešković Siniša, Turajlić Nina

<b>SUSTAINABLE BUSINESS DEVELOPMENT</b>		<b>Sunday, June 12, 11:00-13:00</b>
<b>MODERATORS</b>		Vila Romanija Hall 2
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Biljana Stošić, PhD, University of Belgrade		
	<b>PAPERS</b>	<b>Authors</b>
1.	<b>SUSTAINABLE DEVELOPMENT AS AN ALTERNATIVE SOCIETY OF THE FUTURE</b>	Žnidarič Davorin
2.	<b>SUSTAINABLE TECHNOLOGY AND BUSINESS INNOVATION PRINCIPLES – A COMPREHENSIVE APPROACH</b>	Levi Jakšić Maja, Rakićević Jovana, Jovanović Milica
3.	<b>CORPORATE SOCIAL RESPONSIBILITY: PHILANTHROPY, OBLIGATION OR UTILITARIANISM?</b>	Stojanović-Aleksić Vesna, Bošković Aleksandra
4.	<b>THE IMPORTANCE OF ETHICS OF THE BUSINESS ORGANIZATIONS FOR SUSTAINABLE BUSINESS DEVELOPMENT</b>	Erić Ivana
5.	<b>CONSISTENCY OF THE EUROPEAN COMMISSION'S ASSESSMENT OF PROPOSED MERGERS IN AIRLINE SECTOR</b>	Babić Danica, Pavlović Dejan
6.	<b>E UPRISE OF THE MIDDLE EAST CARRIERS – EMIRATES' PATH TOWARDS SUCCESS</b>	Kuljanin Jovana, Kalić Milica

<b>TECHNOLOGY AND INNOVATION MANAGEMENT</b>		<b>Sunday, June 12, 11:00-13:00</b>
<b>MODERATORS</b>		Vila Romanija Hall 2
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Biljana Stošić, PhD, University of Belgrade		
	<b>PAPERS</b>	<b>Authors</b>
1.	<b>TECHNOLOGY STATUS AND COMPETITIVENESS OF SERBIAN MANUFACTURING INDUSTRY</b>	Štrbac Dijana
2.	<b>GLOBAL ELECTRONIC MARKET IN THE FUNCTION OF RETAILERS INTERNATIONALIZATION</b>	Koncar Jelena, Petrovic Katai Zita, Lekovic Sonja
3.	<b>THE CONCEPT OF HYBRID METHOD FOR RISK ASSESSMENT IN NEW PRODUCT DEVELOPMENT</b>	Milutinovic Radul, Stosic Biljana
4.	<b>INDEX OF POTENTIAL FOR TECHNOLOGY ENTREPRENEURSHIP DEVELOPMENT: PRACTICE FROM SERBIA</b>	Rakicevic Jovana, Levi Jaksic Maja, Jovanovic Milica
5.	<b>USE OF MODERN TECHNOLOGY IN HOTEL ORGANISATION: THE INFLUENCE OF INFORMATIONTECHNOLOGY ON HUMAN FACTOR</b>	Jovanović Olga, Savoju Gheorghe
6.	<b>POTENTIAL IMPACT OF 3D PRINTING IN REDESIGNING SUPPLY CHAIN - EXAMPLE OF MEDICALINDUSTRY</b>	Rakić Bogdan, Ratković Aleksandra, Mrvić Jovana
7.	<b>SUPPORTING DEVELOPMENT OF TECHNOLOGICAL STARTUPS THROUGH MENTORING</b>	Okanović Milan, Anđelković Labrović Jelena, Stefanović Tijana
8.	<b>EVALUATION AND SELECTION OF TECHNOLOGY STRATEGIES USING QUANTITATIVE STRATEGIC PLANNING MATRIX</b>	Jevtić Milica, Demirović Ranko, Marinković Sanja
9.	<b>OPPORTUNITIES AND THREATS OF GLOBAL TECHNOLOGY AND OPERATIONS STRATEGY IN OIL AND GAS INDUSTRY</b>	Sekulovic Ivan
10.	<b>DEVELOPMENT OF A NEW PROJECT</b>	Miškovic Zorana, Milinkovic Ivana

<b>MARKETING MANAGEMENT</b>		<b>Sunday, June 12, 11:00-13:00</b>
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Vesna Damjanović, PhD, University of Belgrade		
	<b>PAPERS</b>	<b>Authors</b>
1.	<b>PARTICIPATION IN ONLINE MARKETING RESEARCH PANELS: FINDINGS FROM FOCUS GROUP DISCUSSIONS</b>	Ljepava Nikolina, Janičić Radmila
2.	<b>EFFECTS OF INDIRECT ADVERTISING IN VIDEO GAMES: ADVERTISERS' AND PLAYERS' PERSPECTIVE</b>	Štavljanin Velimir, Kostić-Stavković Milica, Cvijović Jelena
3.	<b>ATTITUDES TOWARDS INDIRECT ADVERTISING IN TV SERIALS</b>	Kostić - Stanković Milica, Cvijović Jelena
4.	<b>IMPROVEMENT OF SERVICE ENVIRONMENT AT POSTAL NETWORK UNITS</b>	Jovanović Bojan, Šarac Dragana, Kujačić Momčilo
5.	<b>OPTIMIZATION OF LOCAL PRINT MEDIA BUSINESS IN THE CONDITIONS OF TURBULENT ENVIRONMENT</b>	Bubnjević Dalibor
6.	<b>GASTRONOMIC FESTIVALS AS A FORM OF BRANDING SERBIA AS A TOURIST DESTINATION</b>	Vukic Milena, Kuzmanovic Marija, Vukic Ksenija
7.	<b>MARKETING AND SUSTAINABLE DEVELOPMENT</b>	Jović Marija, Novčić Branka
8.	<b>SUSTAINABLE DEVELOPMENT OF STRATEGIC BRAND PARTNERSHIP</b>	Vasilic Slobodan, Milosev Dejana
9.	<b>SPONSORSHIP OF SPORTS EVENTS AS A MARKETING TOOL</b>	Petrović Mila, Vučinić Jelena
10.	<b>INNOVATIVE APPROACH TO ONLINE MARKETING FOR BOOK PUBLISHERS</b>	Prtenjak Milan

<b>COMMUNICATION MANAGEMENT</b>		<b>Sunday, June 12, 11:00-13:00</b>
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Vesna Damjanović, PhD, University of Belgrade		
	<b>PAPERS</b>	<b>Authors</b>
1.	<b>ONLINE COMMUNICATION OF CORPORATE SOCIAL RESPONSIBILITY</b>	Malinović Sonja, Vlastelica Tamara, Cicvarić Kostić Slavica
2.	<b>MANAGING DIGITAL MARKETING COMMUNICATION IN ORGANIZATIONS IN SERBIA</b>	Veselinović Tamara, Vlastelica Tamara, Lalić Danijela
3.	<b>SOCIAL MEDIA AND PUBLIC SECTOR - THE EXPERIENCE OF THE USE OF SOCIAL MEDIA IN STATE ORGANIZATIONS AND SERBIAN DEFENSE STRUCTURE</b>	Đurić-Atanasievski Ksenija, Bobar Zoran
4.	<b>RESHAPING THE FUTURE OF COMMUNICATION BY RESHAPING CRM</b>	Jugovic Tijana, Milosev Dejana, Vukmirovic Valentina
5.	<b>BRAND DESIGN IN FUNCTION OF SUSTAINABLE CUSTOMER COMMUNICATION DEVELOPMENT</b>	Kostić-Stanković Milica, Vukmirovic Valentina
6.	<b>EFFECTS OF BUNDLING NON-COMPLEMENTARY PRODUCTS – COMMUNICATION PERSPECTIVE</b>	Aćimović Vera, Cicvarić Kostić Slavica, Vlastelica Tamara

<b>FINANCIAL MANAGEMENT</b>		<b>Sunday, June 12, 11:00-13:00</b>
<b>MODERATORS</b>		
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Vesna Bogojević Arsić, PhD, University of Belgrade		
	<b>PAPERS</b>	<b>Authors</b>
1.	<b>INTEGRATION AND REGIONAL POSITION OF STOCK MARKETS: A CASE OF SOUTH EASTEUROPEAN COUNTRIES</b>	Radovanov Boris, Marcikić Aleksandra
2.	<b>IMPACT OF THE EFFICIENCY OF THE TAX ADMINISTRATION ON THE MACROECONOMIC STABILITY</b>	Savić Gordana, Dragojlović Aleksandar
3.	<b>PROGRAM BUDGETING OF LOCAL AUTHORITIES IN SERBIA – A TOOL FOR CITIZEN PARTICIPATION AND SUSTAINABLE DEVELOPMENT</b>	Jovanović Vladimir, Knežević Snežana
4.	<b>HAS THE FINANCIAL CRISIS CHANGED THE RESEARCH AGENDA ON BANKING REGULATION AND SUPERVISION?</b>	Dias Lopes Jose
5.	<b>AN APPLICATION OF NEURAL NETWORKS AND FUNDAMENTAL ANALYSIS FOR AUTOMATED TRADING: BELGRADE STOCK EXCHANGE CASE</b>	Rakićević Aleksandar, Milovanović Ana, Aničić Rastko
6.	<b>PERFORMANCE OF EVENT-DRIVEN HEDGE FUNDS' STRATEGIES</b>	Bogoević Arsić Vesna
7.	<b>USING FINANCIAL STATEMENT DATA TO EXPLAIN STOCK PRICE MOVEMENTS – BELGRADE STOCK EXCHANGE CASE</b>	Milovanović Jovan, Mešić Teodora, Rakićević Aleksandar
8.	<b>APPLYING A NEURO FUZZY SYSTEM FOR CREDIT RISK EVALUATION</b>	Vranić Nevena, Đurić Javorka, Dragović Ivana
9.	<b>OPTIMIZATION OF ATM CASH MANAGEMENT</b>	Milosević Nela, Makajić Nikolić Dragana, Barjaktarović Rakočević Sladjana
10.	<b>DRIVERS OF HOTEL PROFIT MARGINS: A STUDY OF THE BELGRADE HOTEL SECTOR</b>	Milosavljević Miloš, Milanović Nemanja, Benković Slađana
11.	<b>PROTECTION OF INTELLECTUAL PROPERTY RIGHTS - WHAT DO FINANCIAL REPORTS SAY?</b>	Radovanović Nikola, Dmitrović Veljko, Knežević Snežana
12.	<b>THE IMPORTANCE AND APPLICATION OF TRANSFER PRICING COMPLIANCE IN MODERN BUSINESS</b>	Djurica Maja, Jovanović Marko, Marčić Miha

**E-BUSINESS PART 2**

 Sunday, June 12, 11:00-  
 13:00

**MODERATORS**

Marijana Despotovic Zrakić, PhD, University of Belgrade

Zorica Bogdanović, PhD, University of Belgrade

 Lovćen  
 Hall 5

	PAPERS	Authors
1.	<b>DIGITAL MARKETING AND SOCIAL MEDIA IN HIGHER EDUCATION</b>	Vujin Jovana
2.	<b>ANALYSIS AND VALIDATION OF SUCCESS FACTORS OF MOBILE APPLICATIONS AS E-MARKETING TACTIC</b>	Đurđević Natasa
3.	<b>E-SERVICES IN THE REGULATION OF MEDICINES AND MEDICAL DEVICES</b>	Stojadinovic Tatjana, Vanevski Igor, Radovanovic Ljiljana
4.	<b>INTERNET OF THINGS IN E-HEALTH: APPLICATION OF WEARABLES FOR STRESS MANAGEMENT</b>	Rodic Trmcic Branka, Labus Aleksandra, Radenkovic Bozidar
5.	<b>AN APPLICATION OF INTERNET OF THINGS: MEASURING TRAFFIC FLOW</b>	Jezdović Ivan, Ivković Aleksandar, Matejić Sanja
6.	<b>INTELLIGENT PARKING SERVICE MODEL</b>	Vuletic Predrag, Bojovic Zivko
7.	<b>AN APPLICATION OF TEXT TO SPEECH IN SMART HOME</b>	Knežević Đorđe, Lošić Pavle, Bojović Živko
8.	<b>SMART BUILDING, THE NATIONAL BANK OF SERBIA</b>	Bjelobaba Goran, Savić Ana
9.	<b>AMBIENT INTELLIGENCE TOOL FOR MULTIMEDIA USER PROFILING</b>	Đurić Igor, Bogdanović Zorica, Radenković Božidar
10.	<b>USING BIG DATA ON LARGE DAMS</b>	Martać Rastko, Novarlić Miljana, Barać Dušan
11.	<b>TRAFFIC FLOW WEB MONITORING BASED ON THE MONGODB</b>	Zdravković Stefan, Vulović Nikola, Stanković Ranka
12.	<b>THE POTENTIAL OF BIG DATA IN HEALTH SYSTEM</b>	Jovanovic Milenkovic Marina, Milenkovic Dejan, Vukmirovic Aleksandra
13.	<b>IMPROVING E-COMMERCE SYSTEMS WITH BIG DATA TECHNOLOGY</b>	Stojić Nenad, Dacić-Pilčević Aleksandra
14.	<b>BIG DATA IN POSTAL TRAFFIC AND POSSIBILITIES OF USE</b>	Dupljanin Đorđije, Dumnić Slaviša, Atanasković Predrag
15.	<b>COMPARATIVE OVERVIEW OF JAVASCRIPT FRAMEWORKS USED IN E-BUSINESS APPLICATIONS</b>	Zdravković Dušan