

Day 3 – Saturday, June 09

Time Place	Program
09.00-10.30 ROMANIJA 2	<p style="text-align: center;">Session 6</p> <p style="text-align: center;">CREATIVITY, INNOVATION, AND INTELLECTUAL CAPITAL IN THE DIGITAL AGE</p> <p>Moderators:</p> <p>Biljana STOŠIĆ, PhD, Professor, Faculty of Organizational Sciences, University of Belgrade Jelena BOROČKI, PhD, Professor, Faculty of Technical Sciences, University of Novi Sad Dorđe MAROVIĆ, Director of Wireless Access Network Department, Telekom Srbija</p> <hr/> <p>Biljana Stošić, Dragan Vasiljević, Radul Milutinović <i>THE ROLE OF INTELLECTUAL PROPERTY DIAGNOSIS IN INNOVATION PROCESS</i></p> <p>Ognjen Žarić, Jelena Borocki, Aleksandar Vekić <i>THE ROLE OF HUMAN CAPITAL IN THE FUNCTION OF THE INNOVATION POTENTIAL OF THE REPUBLIC OF SERBIA</i></p> <p>Maria Serena Angelini, Alessandro Gennaro, Simone Labella <i>DISCLOSURE ON INTELLECTUAL CAPITAL IN THE AGE OF INDUSTRY 4.0: EVIDENCE FROM ITALIAN CAPITAL MARKET</i></p> <p>Biljana Bajić, Biljana Stošić <i>AGILE APPROACH IN INNOVATIVE MEDICINE DEVELOPMENT</i></p> <p>Đuro Kutlača, Lazar Živković, Dušica Semenčenko <i>INNOVATION ACTIVITIES AND COMPETITIVENESS OF THE COMPUTER PROGRAMMING SECTOR IN SERBIA</i></p> <p>Dijana Štrbac, Đuro Kutlača <i>INNOVATION ACTIVITY IN SERBIAN ENTERPRISES</i></p> <p>Mirjana Miljanović, Ilinka Unković, Milimir Vasiljević <i>THE IMPORTANCE OF USING DIGITAL COMMUNICATIONS WITHIN CREATIVE INDUSTRY</i></p> <p>William Proud, Vesna Damnjanović <i>THE EFFECTS OF BUSINESS CASE STUDY COMPETITIONS AS A TEACHING METHOD AUTHENTIC LEADERSHIP: CONCEPTUALIZING AND DEVELOPMENT</i></p>