

Day 3 – Saturday, June 09

Time	Place	Program
11.30-13.30	SRBIJA 1	<p style="text-align: center;">Session 13 DIGITAL TRENDS IN MARKETING AND COMMUNICATION</p> <p>Moderators: Milica KOSTIĆ STANKOVIĆ, PhD, Professor, Faculty of Organizational Sciences, University of Belgrade Ana LANGOVIĆ MILIĆEVIĆ, PhD, Ministry of Education, Science, and Technological Development, Serbia Anja VUJNOVIĆ, MSc, JUBMES banka a.d. Beograd</p> <p>Slavica Cicvarić Kostić, Arsenije Ivanović, Milan Okanović <i>INFLUENCER MARKETING IN A SOCIAL MEDIA CONTEXT</i> Željko Dudić <i>ANALYSIS OF THE GLOBAL ELECTRONIC RETAIL MARKET</i> Slađana Đurić <i>CASE STUDY: AIRBNB SOCIAL MEDIA CAMPAIGN</i> Radmila Janičić <i>CHALLENGE OF HOLISTIC MARKETING IN ARTISTIC PROJECTS</i> Tijana Jugović, Milena Ščekić, Nino Čorlić <i>INTEGRATION OF PERFORMANCE INDICATORS FOR DIGITAL AND TRADITIONAL ADVERTISING</i> Milica Kostić-Stanković, Valentina Vukmirović, Tatjana Cvetkovski <i>TENDENCIES OF CONTEMPORARY MARKETING COMMUNICATION IN DIGITAL ENVIRONMENT</i> Ana Langović, Milica Kostić-Stanković, Dejana Nikolić <i>SPECIFICS OF DIGITAL ASPECTS IN CREATIVE INDUSTRIES</i> Milica Matić, Gordana Jakić <i>CHANGING THE MARKETING TERMINOLOGY IN DIGITAL AGE</i> Marija Mičović, Branka Novčić Korać <i>BUILDING DIGITAL BRAND AWARENESS FOR KFC SERBIA</i> Sara Milošević, Branka Novčić Korać <i>CASE STUDY: DIGITAL STORYTELLING IN BRAND MANAGEMENT OF MOXY HOTELS</i> Miroslav Mitrović <i>INFLUENCE OF COMPUTING MODEL ON PUBLIC OPINION-DYNAMICA, DIGITAL COMPUTING SYSTEM FOR MANAGEMENT OF PUBLIC OPINION</i> Dejana Nikolić, Slobodan Vasilčić, Azra Tibo <i>INTEGRATION OF ONLINE AND OFFLINE COMMUNICATION ACTIVITIES IN EVENT MANAGEMENT</i> Milan Okanović, Tijana Smiljić, Slavica Cicvarić Kostić <i>THE ANALYSIS OF CONTENT USED IN POLITICAL CAMPAIGNS: DOES CONTEXT MATTER?</i> Selena Radović, Tamara Vlastelica <i>THE SYNERGY OF SALES PROMOTION AND ONLINE ADVERTISING IN AFFECTING FMCG CONSUMER BEHAVIOUR</i> Milica Slijepčević, Ivana Radojević <i>CURRENT TRENDS IN DIGITAL MARKETING COMMUNICATION</i> Milica Stevanović, Milica Tešić, Marija Jović <i>DIGITAL MARKETING STRATEGY FOR HEALTHY FOOD INDUSTRY</i> Miloš Subotić, Teodora Lolić, Darko Stefanović <i>MULTIPLE SWARMS ARTIFICIAL BEE COLONY ALGORITHM APLIED ON RETAIL SHELF SPACE ALOCATION PROBLEM</i> Jelena Veinović Stevanović <i>NEUROMARKETING IN ADVERTISING TODAY</i> Tamara Vlastelica, Tamara Veselinović <i>SEARCH ENGINE OPTIMIZATION STRATEGY IN PERSONAL ONLINE REPUTATION MANAGEMENT</i> Valentina Vukmirović, Zoran Tomić, Velimir Štavljanin <i>TENDENCIES IN DIGITAL MARKETING COMMUNICATION WITH SPECIAL OVERVIEW OF GENERATION Y MEMBERS IMPACT</i></p>