

Day 2 – Friday, June 08

Time Place	Program
<p>11.30-13.30</p> <p>ROMANIJA 2</p>	<p style="text-align: center;">Session 1</p> <p style="text-align: center;">LEVERAGING TECHNOLOGY IN DIGITAL BUSINESS</p> <p>Moderator:</p> <p>Zorica BOGDANOVIĆ, PhD, Professor, Faculty of Organizational Sciences, University of Belgrade Dragan VUKMIROVIĆ, PhD, Professor, Faculty of Organizational Sciences, University of Belgrade</p> <hr/> <p>Mirjana Stojanović <i>GENERAL DATA PROTECTION REGULATION: IMPACT AND IMPLICATIONS ON MOBILE OPERATORS</i></p> <p>Bojana Savić <i>TELECOM CRM EVOLUTION IN THE DIGITAL AGE</i></p> <p>Jovanka Vukmirović, Aleksandra Vukmirović, Milica Branković <i>POTENTIAL OF IMPLEMENTATION OF ICT IN MARKETING SECTOR – SERBIAN PERSPECTIVE</i></p> <p>Nataša Paunović, Nenad Aničić <i>MOBILE APPLICATION DEVELOPMENT FOR INTEROPERABLE LOYALTY MANAGEMENT SYSTEM</i></p> <p>Jelena Mihajlović-Milićević, Zorica Bogdanović, Marijana Despotović-Zrakić <i>SAFE AGILE FRAMEWORK IN E-BUSINESS PROJECT MANAGEMENT</i></p> <p>Boban Davidović, Dušan Barać, Božidar Radenković <i>DESIGNING A COLLABORATIVE FILTERING RECOMMENDATION SYSTEM IN E-COMMERCE</i></p> <p>Nemanja Bošković, Sandro Radovanović, Milija Suknović <i>OVERVIEW OF TRAVEL DEMAND FORECASTING METHODS USING SEARCH ENGINE QUERIES</i></p> <p>Miloš Živadinović, Dejan Simić <i>FRAMEWORK FOR VERIFYING DOCUMENTS ON THE BLOCKCHAIN</i></p> <p>Miloš Milić, Vojislav Stanojević, Siniša Vlajić <i>IMPROVING ROBERT C. MARTIN'S STABILITY SOFTWARE METRIC</i></p> <p>Anđela Pejanović, Nenad Aničić <i>ANALYSIS OF DYNAMIC CONTENT RENDERING IN JAVASCRIPT TECHNOLOGIES</i></p> <p>Tamara Naumović, Stevan Milovanović, Svetlana Mitrović <i>DEVELOPMENT OF AN E-RECRUITMENT PORTAL USING MEAN STACK TECHNOLOGIES</i></p> <p>Ivan Jezdović, Aleksandar Ivković <i>DEVELOPMENT OF AN IOT SYSTEM FOR FIRE-FIGHTING IN SMART HOMES</i></p> <p>Nikola Cvetković, Minja Marinović, Nemanja Spajić <i>DEVELOPMENT OF A SMART AGRICULTURE AUTOMATION SYSTEM BASED ON INTERNET OF THINGS AND USE OF RASPBERRY PI</i></p> <p>Luka Petrović, Danijela Stojanović, Aleksandra Labus <i>DEVELOPMENT OF AN EDUCATIONAL GAME: AUGMENTED REALITY APPROACH TO EDUTAINMENT</i></p> <p>Tamara Gajić, Marija Lukić <i>DEVELOPMENT OF VIRTUAL SIMULATIONS FOR THE NEEDS OF MILITARY EDUCATION</i></p>

Day 2 – Friday, June 08

Time Place	Program
<p>11.30-13.30</p> <p>SRBIJA 1</p>	<p style="text-align: center;">Session 2</p> <p style="text-align: center;">OPERATIONS MANAGEMENT FOR A DIGITAL WORLD</p> <p>Moderators:</p> <p>Dragoslav SLOVIĆ, PhD, Professor, Faculty of Organizational Sciences, University of Belgrade Bojan LALIĆ, PhD, Professor, Faculty of Technical Sciences, University of Novi Sad</p> <hr/> <p>Bojan Lalić, Darija Medvecki, Uglješa Marjanović <i>SERVICE MANAGEMENT IN MANUFACTURING: EVIDENCE FROM SERBIA</i></p> <p>Dragan D. Milanović, Ilija Tabašević, Mirjana Misita <i>THE MANAGING OF THE TEMPERATURE MAPPING PROCESS OF THE WAREHOUSE</i></p> <p>Slobodan Morača, Marko Milosavljević, Angela Fajsi <i>VIRTUAL TEAMS: CONSTRAINS AND CHALLENGES</i></p> <p>Biljana Cvetić, Miloš Danilović, Oliver Ilić <i>AN APPROACH TO EVALUATING GOODNESS OF HEURISTIC SOLUTIONS IN MANUFACTURING CELL FORMATION</i></p> <p>Miljan Kalem, Danica Lečić-Cvetković <i>APPLICATION OF TYPIZATION AND STANDARDIZATION IN ACOMPANY FOR THE PRODUCTION OF PANEL FURNITURE</i></p> <p>Milena Stojković, Teodora Rajković, Danica Lečić-Cvetković <i>SAP APO APPLICATION IN THE PRODUCTION PROCESS FROM AUTOMOTIVE INDUSTRY</i></p> <p>Ivan Tomašević, Dragoslav Slović, Dragana Stojanović <i>EXPLORING THE LIMITS OF LEAN IMPLEMENTATION IN ENGINEER-TO-ORDER ENVIRONMENT: CASE STUDY</i></p> <p>Ivona Jovanović, Ivan Tomašević, Barbara Simeunović <i>WASTE ELIMINATION IN CONTEXT OF WORKPLACE CLOSURE AND STABILIZATION AND LEAN PRODUCTION</i></p> <p>Danica Savičić, Teodora Rajković, Slađan Babarogić <i>INFORMATION AND COMMUNICATION TECHNOLOGIES AS SUPPORT FOR INVENTORY CONTROL IN THE AUTOMOTIVE INDUSTRY</i></p> <p>Lena Đorđević, Uroš Jeremić, Slobodan Antić <i>SPREADSHEET APPLICATION AND ALTERNATIVE DEVELOPMENT DIRECTIONS FOR A DIGITAL AGE</i></p> <p>Zoran Rakićević <i>THE S&OP: PRACTICAL AND ADVANCED MID-TERM PRODUCTION PLANNING</i></p> <p>Marija Unterberger, Dragana Šarac, Spasenija Ožegović <i>DEVELOPMENT OF A MODEL FOR DETERMINING THE NUMBER AND PLACEMENT OF ACCESS POINTS TOTHE PUBLIC POSTAL OPERATOR NETWORK</i></p>

Day 2 – Friday, June 08

Time Place	Program
<p>18.30-20.30</p> <p>ROMANIJA 1</p>	<p style="text-align: center;">Session 3a</p> <p style="text-align: center;">DATA PROCESSING AND ANALYTICS IN THE DIGITAL AGE: part 1*</p> <p>Moderators:</p> <p>Mirko VUJOŠEVIĆ, PhD, Professor, Faculty of Organizational Sciences, University of Belgrade Boris DELIBAŠIĆ, PhD, Professor, Faculty of Organizational Sciences, University of Belgrade Ivan BOJIČIĆ, PhD, Head of Public Software Solutions Division at Saga, Belgrade, Serbia</p> <hr/> <p>Tijana Dragojević, Jovana Svičević, Sandro Radovanović <i>CLASSIFICATION OF LIFE INSURANCE USERS USING DATA MINING</i></p> <p>Marija Kuzmanović, Dragana Makajić-Nikolić <i>PREFERENCES OF WINE CONSUMERS TOWARDS LOCAL WINE BRANDS: CASE OF SERBIA</i></p> <p>Milica Maričić, Milica Bulajić, Marina Dobrota <i>EASE OF DOING BUSINESS AND GROSS DOMESTIC PRODUCT: IS THERE A RELATIONSHIP?</i></p> <p>Ivana Ivković, Vesna Rajić <i>CONFIDENCE INTERVALS FOR THE POPULATION STANDARD DEVIATION: SIMPLE RANDOM SAMPLING VS. RANKED SET SAMPLING</i></p> <p>Nikola Cvetković, Nebojša Dragović, Aleksandar Đoković <i>FIELD STRESS DETECTION ALGORITHM USING REMOTE SENSING</i></p> <p>Nikola Zornić, Aleksandar Marković <i>CRYPTOCURRENCY PRICE FORECASTING USING TIME SERIES AND MONTE CARLO MODELING AND SIMULATION</i></p> <p>Nikola Vojtek, Ana Poledica, Bratislav Petrović <i>STATISTICAL AND SOFT COMPUTING TECHNIQUES IN AIRLINE INDUSTRY – A LITERATURE REVIEW</i></p> <p>Jovana Kuljanin, Milica Kalić, Manuel Renold <i>THE IMPACT OF LOW COST CARRIER ON COMPETITION IN LONG HAUL MARKET: LONDON - NEW YORK ROUTE</i></p> <p>Strahinja Radaković, Milan Radojčić, Milica Maričić <i>MULTIVARIATE APPROACH TO MAKING SPONSORSHIP DECISIONS: THE CASE OF EUROPEAN FOOTBALL LEAGUES</i></p> <p>Marko Prodanović, Damjan Rovinac, Stefan Radibratović <i>MEASURES OF DIGITALIZATION IN EUROPEAN ENTERPRISES: LINEAR REGRESSION MODEL</i></p> <p style="text-align: center;">*Second part of the session will be held on Saturday, June 09, 09.00-11.00, hall Srbija 1</p>

Day 2 – Friday, June 08

Time Place	Program
<p>18.30-20.30</p> <p>SRBIJA 1</p>	<p style="text-align: center;">Session 4 MANAGEMENT IN THE DIGITAL AGE</p> <p>Moderators: Dejan PETROVIĆ, PhD, Professor, Faculty of Organizational Sciences, University of Belgrade Darko VUKOVIĆ, CFO, ELIXIR GROUP, SERBIA</p> <hr/> <p>Bisera Andrić Gušavac, Neda Đorđević, Biljana Panić <i>BENEFITS OF THE APPLICATION OF NETWORK PLANNING TECHNIQUE FOR RIVER MLAVA WATER COURSE</i></p> <p>Dragan Bjelica, Danijela Toljaga-Nikolić <i>IT PROJECT MANAGEMENT MATURITY AND PROJECT MANAGEMENT KNOWLEDGE</i></p> <p>Milica Grujić, Nemanja Minić <i>PLANNING PROCESS IMPROVEMENT IN RELATION TO BETTER RESOURCE MANAGEMENT</i></p> <p>Dragana Kragulj, Sandra Jednak, Miloš Parežanin <i>IMPLEMENTATION OF DESI METHODOLOGY AND DIGITAL PERFORMANCES OF EUROPEAN UNION MEMBER STATES</i></p> <p>Tatjana Kuzmić, Marina Davidović <i>GEOGRAPHIC INFORMATION SYSTEM – ONE STEP FORWARD IN THE DIGITAL AGE</i></p> <p>Tanja Milić <i>DOING BUSINESS IN THE DIGITAL ECONOMY: SWOT MATRIX ENHANCEMENT FOR HIGHER ORGANIZATIONAL PERFORMANCE</i></p> <p>Luli Miloš, Dejan Petrović, Marko Mihić <i>STRATEGIC LEADERSHIP IMPACT ON NEW ORGANIZATIONAL CULTURE: EVIDENCE FROM A FAMILY-OWNED SME</i></p> <p>Zorica Mitrović, Dragan Bjelica, Milica Pavićević <i>THE UNDERLYING THEORY OF PROJECT MANAGEMENT - A SYSTEMATIC REVIEW AND RESEARCH AGENDA</i></p> <p>Milica Pavićević, Đorđe Marović, Zorica Mitrović <i>KEY COMPETENCIES DETERMINING MANAGERIAL SUCCESS: PRIVATE AND PUBLIC SECTOR MANAGER'S PERSPECTIVE</i></p> <p>Snežana Popovčić-Avrić, Marijana Vidas-Bibanja <i>THE IMPORTANCE OF DIGITAL TRANSFORMATION FOR A SUCCESSFUL BUSINESS OPERATIONS</i></p> <p>Anja Veselinović, Vladimir Obradović, Marija Todorović <i>THE MANAGEMENT OF DISASTERS IN FUNCTION OF THE ECONOMY COMPETITIVENESS</i></p>

Day 2 – Friday, June 08

Time Place	Program
18.30-20.30	<p style="text-align: center;">Session 5</p> <p style="text-align: center;">ORGANIZATION AND BUSINESS MODELS IN THE DIGITAL AGE</p> <p>Moderators: Ondrej JAŠKO, PhD, Professor, Faculty of Organizational Sciences, University of Belgrade</p> <hr/> <p>Dušan Mežnar <i>RESTRUCTURING THE COMPANIES BY IMPLEMENTING PROCESS OF DIGITALIZATION</i></p> <p>Bojan Jovanović, Momčilo Kujačić, Nikola Trubint <i>POSTAL OPERATORS IN A DIGITAL WORLD</i></p> <p>Matjaž Roblek, Benjamin Urh <i>LINKING PROCESS COMPLEXITY INDICATORS AND PROCESS PERFORMANCE INDICATORS</i></p> <p>Nina Đurica, Maja Đurica, Ivan Todorović <i>THE ROLE OF FACEBOOK IN BUSINESS MODELS AND INCREASING COMPETITIVENESS OF HIGHER EDUCATION INSTITUTIONS</i></p> <p>Tea Dabetić, Mladen Čudanov, Ondrej Jaško <i>MATRIX ORGANIZATIONAL STRUCTURE AND MULTI-SIDED PLATFORM BUSINESS MODEL IN DIGITAL MARKETING</i></p> <p>Tihomir Spremo, Momir Lazarević <i>THE IMPORTANCE OF THE NETWORK ORGANIZATIONAL MODEL FOR BUSINESS OF COMPANIES IN THE REPUBLIC OF SRPSKA</i></p> <p>Jovan Krivokapić, Miloš Jevtić, Stefan Komazec <i>CONSULTING APPROACHES TO THE ORGANIZATIONAL CHANGE PROCESS</i></p> <p>Vuk Mirčetić <i>AUTHENTIC LEADERSHIP: CONCEPTUALIZING AND DEVELOPMENT</i></p>
	SRBIJA 2

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 Đorđe 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 Damjanović <i>THE EFFECTS OF BUSINESS CASE STUDY COMPETITIONS AS A TEACHING METHOD AUTHENTIC LEADERSHIP: CONCEPTUALIZING AND DEVELOPMENT</i></p>

Day 3 – Saturday, June 09

Time	Place	Program
10.30-11.30	ROMANIJA 2	<p style="text-align: center;">Session 7</p> <p style="text-align: center;">TECHNOLOGY ENTREPRENEURSHIP AND ECOSYSTEM</p> <p>Moderators: Maja LEVI JAKŠIĆ, PhD, Professor, Faculty of Organizational Sciences, University of Belgrade Nishant KUMAR, PhD, Professor, Stockholm Business School, Sweden</p> <hr/> <p>Maja Levi Jakšić, Jovana Rakićević, Ondrej Jaško <i>COMPETITIVE INNOVATION AND ENTREPRENEURSHIP ECOSYSTEM FRAMEWORK</i></p> <p>Jovana Rakićević, Maja Levi Jakšić, Nina Ukropina <i>THE ROLE OF SUPPORT ORGANIZATIONS IN TECHNOLOGY ENTREPRENEURSHIP ECOSYSTEM: CASE OF SERBIA</i></p> <p>Aleksandar Vekić, Jelena Borocki, Angela Fajsi <i>CREATING ENTREPRENEURIAL ECOSYSTEM THROUGH UNIVERSITIES SPIN OFF AND STARTUP COMPANIES - EXAMPLE OF THE UNIVERSITY OF NOVI SAD</i></p> <p>Milica Jovanović, Miloš Jevtić, Jasna Petković <i>THE ROLE OF CULTURE IN ENTREPRENEURIAL ECOSYSTEM: WHAT MATTERS MOST?</i></p> <p>Goran Kutnjak, Dejan Miljenović, Ana Obradović <i>DIMENSIONING THE CONTEXT OF CORPORATE SOCIAL RESPONSIBILITY</i></p> <p>Nikola Mehandžić, Sanja Marinković <i>APPLICATION OF BIOMETRIC TECHNOLOGY IN ELECTRONIC PAYMENT AUTHENTICATION</i></p>

Day 3 – Saturday, June 09

Time	Place	Program
09.00-11.00	SRBIJA 1	<p style="text-align: center;">Session 3b</p> <p style="text-align: center;">DATA PROCESSING AND ANALYTICS IN THE DIGITAL AGE: part 2*</p> <p>Moderators:</p> <p>Mirko VUJOŠEVIĆ, PhD, Professor, Faculty of Organizational Sciences, University of Belgrade Boris DELIBAŠIĆ, PhD, Professor, Faculty of Organizational Sciences, University of Belgrade Ivan BOJIČIĆ, PhD, Head of Public Software Solutions Division at Saga, Belgrade, Serbia</p> <hr/> <p>Višnja Istrat, Dajana Matović, Milko Palibrk <i>RESEARCH OF ASSOCIATION RULES AS DECISION MAKING TOOL FOR MANAGERS</i></p> <p>Boris Delibašić, Sandro Radovanović, Miloš Jovanović <i>SKI LIFT TRANSPORTATIONS AS PREDICTORS FOR INJURY OCCURRENCE</i></p> <p>Anja Bjelotomić, Aleksandar Rakićević, Ivana Dragović <i>DECISION TREE-BASED ALGORITHM FOR THE CLASSIFICATION OF MUSICAL INSTRUMENTS</i></p> <p>Slaviša Arsić, Dragan Pamučar, Milija Suknović <i>DETERMINING THE WEIGHTS OF CRITERIA IN MENU EVALUATION USING BEST-WORST METHOD</i></p> <p>Stefan Vujović, Danijel Mišulić, Sofija Krmeta <i>ANALYSIS AND PREDICTION OF VIEWS IN YOUTUBE INTERVIEWS</i></p> <p>Matija Milekić, Aleksandar Rakićević, Pavle Milošević <i>NEURAL NETWORKS IN MARKET SENTIMENT ANALYSIS FOR AUTOMATED TRADING: THE CASE OF BITCOIN</i></p> <p>Dušica Stepić <i>EXPERIMENTAL COMPARISON OF MULTI-LABEL LEARNING METHODS</i></p> <p>Ivan Rakić, Željana Milošević, Slađan Babarogić <i>DATA MINING USING ORACLE DATA MINER AND ANALYTIC FUNCTIONS WITH HADOOP</i></p> <p>Jelena Ljubenović, Ognjen Pantelić, Ana Pajić Simović <i>BIG DATA ANALYSIS IN SOCIAL MEDIA</i></p> <p>Sofija Prokić, Jelena Ljubenović <i>QUERY PROCESSING ASPECT IN HETEROGENEOUS DBMS</i></p> <p>*First part of the session will be held on Friday, June 08, 18.30-20.30, hall Romanija 1</p>

Day 3 – Saturday, June 09

Time Place	Program
09.00-11.00	<p style="text-align: center;">Session 8 ENVIRONMENTAL AND SOCIAL IMPACT OF DIGITALIZATION</p> <p>Moderators: Nataša PETROVIĆ, PhD, Professor, Faculty of Organizational Sciences, University of Belgrade Drago VUK, PhD, Professor, Faculty of Organizational Sciences, University of Maribor Miodrag MITROVIĆ, President of MITECO, Serbia</p> <hr/> <p>Nenad Badovinac <i>ANDROID APPLICATION FOR RECORDING SIGNED CONSENTS FROM GDPR REGULATION</i></p> <p>Nedeljka Živković <i>DIGITAL AGE AND SUSTAINABILITY OF THE ENVIRONMENT IN THE FIELD OF HIGHER EDUCATION</i></p> <p>Jovan Parušić , Uroš Šošević, Dejan Stojimirović <i>DIGITAL DISRUPTION OF AGRICULTURE 4.0</i></p> <p>Davorin Žnidarič, Marjan Senegačnik, Drago Vuk <i>ENVIRONMENTAL AND LOGISTIC ASPECTS OF INTRODUCTION OF ELECTRIC AUTOMOBILE</i></p> <p>Tijana Milanović , Gordana Mišev, Maja Milanović <i>E-WASTE MANAGEMENT: ENVIRONMENTAL AND SOCIAL IMPACTS</i></p> <p>Nikoleta Šarenac, Marko Čirović, Nataša Petrović <i>ENVIRONMENTAL AWARENESS, ATTITUDES AND CAUSAL BEHAVIORAL PATTERNS: AN OVERVIEW WITH A GLANCE AT ENVIRONMENTAL IMPACTS OF DIGITAL ERA</i></p> <p>Nataša Plavša, Nataša Čačić, Jovana Pupovac <i>IMPLEMENTATION OF MODERN TECHNOLOGIES IN TRAFFIC AND THEIR CONTRIBUTION TO THE PROTECTION OF THE ENVIRONMENT</i></p> <p>Ismar Velić <i>INFLUENCE OF FOREIGN DIRECT INVESTMENTS ON THE ENVIRONMENT</i></p> <p>Nikola Vujanović <i>INVESTMENT IN RENEWABLE ENERGY SOURCES - ANALYSIS AND ASSESSMENT OF JUSTIFICATION</i></p> <p>Golub Marković <i>PAPER AND MUNICIPAL WASTE MANAGEMENT IN THE REPUBLIC OF SERBIA AND EU PRACTICES</i></p>

SRBIJA 2

Day 3 – Saturday, June 09

Time Place	Program
<p>09.00-11.00</p> <p>LOVČEN</p>	<p style="text-align: center;">Session 9 ENTREPRENEURSHIP AND SME IN THE DIGITAL AGE</p> <p>Moderators: Jasmina OMERBEGOVIĆ-BIJELOVIĆ, PhD, Professor, Faculty of Organizational Sciences, University of Belgrade Vladimir MARINKOVIĆ, PhD, CEO Sunce Marinković, Kragujeva</p> <hr/> <p>Bojana Jeremić, Jasmina Omerbegović-Bijelović <i>MODEL OF FUNCTIONING OF INTERNAL ENTREPRENEURSHIP IN PUBLIC ENTERPRISES OF THE REPUBLIC OF SERBIA</i></p> <p>Marina Jeremić, Jasmina Omerbegović-Bijelović <i>AN APPROACH FOR MANAGING SMEs BASED ON KPIs IN STARTING PHASE OF COMPANY'S LIFE CYCLE</i></p> <p>Nikola Atanasov, Predrag Mirković, Vladimir Marinković <i>PLANNING OF THE ACTIVITIES OF THE FAMILY FIRM SUCCESSOR PREPARING IN SERBIA</i></p> <p>Mirjana Jeremić, Zoran Rakićević <i>RESOURCE MANAGEMENT QUALITY OF SME IN THE FIELD OF FASHION AND DECORATIVE FABRICS RETAIL</i></p> <p>Bojan Živadinović, Nikola Atanasov <i>PROBLEMS WITH RESOURCES MANAGEMENT IN CATERER-SME IN THE DIGITAL AGE</i></p> <p>Ivana Zdravković, Vesna Cakeljčić, Jelena Krstić <i>EDUCATION PERFORMANCE INDICATORS FOR ENTREPRENEURSHIP IN THE SECONDARY SCHOOLS OF SERBIA AND IN THE WORLD</i></p> <p>Nemanja Backović, Bojan Ilić, Vesna Milićević <i>BUSINESS ASPECTS OF PUBLIC-PRIVATE PARTNERSHIP IN DIGITAL ECONOMY ENVIRONMENT</i></p> <p>Marko Miletić <i>INTRODUCTION OF THE NEW SERVICE ON SERBIAN TELECOMMUNICATION MARKET: VIRTUAL PHONE NUMBER</i></p>

Day 3 – Saturday, June 09

Time	Place	Program
11.00-13.00	LOVČEN	<p style="text-align: center;">Session 10 QUALITY AND BUSINESS EXCELLENCE</p> <p>Moderators: Jovan FILIPOVIĆ, PhD, Professor, Faculty of Organizational Sciences, University of Belgrade Ivana MIJATOVIĆ, PhD, Professor, Faculty of Organizational Sciences, University of Belgrade</p> <hr/> <p>Ivana Mijatović, Biljana Tošić, Milan Jovanović <i>ACQUIRING THE KNOWLEDGE ABOUT STANDARDS IN THE DIGITAL ERA – CASE OF SMEs OPERATING IN SERBIA</i></p> <p>Milan Dronjak <i>SMART STANDARDIZATION</i></p> <p>Dragana Rošulj, Gordana Pejović <i>MODEL FOR APPLICATION OF THE BUSINESS CONTINUITY MANAGEMENT SYSTEM IN HIGHER EDUCATION INSTITUTIONS</i></p> <p>Đorđe Lazić, Tamara Mitrović <i>INFLUENCE OF SOME ASPECTS OF DISTANCE LEARNING ON QUALITY OF STUDYING</i></p> <p>Jovan Stokić, Aleksa Sekulović, Mladen Đurić <i>OVERVIEW AND FUTURE OF QUALITY MANAGEMENT CONCEPTS IN ADDITIONAL AIRLINE SERVICES IMPROVEMENT</i></p> <p>Ana Čobrenović, Milica Rajković, Mladen Đurić <i>RISK MANAGEMENT INTEGRATION THROUGH ISO 9001:2015, ISO/IEC 27001:2013 AND ISO 22301:2012 STANDARD REQUIREMENTS</i></p> <p>Dejan Hadži-Milosavljević, Jovan Filipović <i>THE SOFTWARE IMPLEMENTATION OF THE PROTECTION MEASURES OF INFORMATION IN THE BANKING INFORMATION SYSTEM</i></p> <p>Gordana Pejović, Biljana Tošić, Jelena Ruso <i>BENCHMARKING AS THE QUALITY MANAGEMENT TOOL FOR THE EXCELLENCE ASSESSMENT OF MEDICINES REGULATORY AUTHORITIES IN EUROPE</i></p> <p>Tamara Jakovljević <i>QUALITY OF LIFE AND DIGITAL TRANSFORMATION IN HEALTHCARE</i></p> <p>Nedeljko Živković, Maja Glogovac, Ana Horvat <i>PUBLIC ADMINISTRATION QUALITY DETERMINED BY CUSTOMER-RELATED CAF MODEL</i></p>

Day 3 – Saturday, June 09

Time Place	Program
<p>11.30-12.30</p> <p>ROMANIJA 1</p>	<p style="text-align: center;">Session 11 DIGITAL PUBLIC ADMINISTRATION</p> <p>Moderators: Slađana BENKOVIĆ, PhD, Professor, Faculty of Organizational Sciences, University of Belgrade Dražen MARAVIĆ, Mr, Director of Academy for Public Administration of Serbia, Lecturer at the Regional School for Public Administration, Serbia</p> <hr/> <p>Sašo Matas <i>EFFECTS OF THE USE OF ELECTRONIC AUCTIONS ON PUBLIC PROCUREMENT EFFICIENCY: CASE OF SLOVENIA</i></p> <p>István Hoffman, Kristóf Balázs Cseh, Andrea Jugovics <i>E-ADMINISTRATION AND THE MUNICIPAL AUTHORITIES: THE CASE OF THE HUNGARIAN LARGE MUNICIPALITIES</i></p> <p>Mária Murray Svidroňová, Nikoleta Muthová, Nikola Štefanišinová <i>INNOVATIVE WAYS OF CITIZEN PARTICIPATION IN SOLVING MARKET FAILURE</i></p> <p>David Póč <i>PUBLIC POLICIES STRATEGIC MANAGEMENT AT THE REGIONAL LEVEL – MYTH OR REALITY?</i></p> <p>Ivan Todorović, Stefan Komazec, Đorđe Krivokapić <i>KNOWLEDGE OF THE EUROPEAN UNION REGULATIONS ON PUBLIC PROCUREMENT AT THE LOCAL LEVEL IN SERBIA</i></p> <p>Slađana Benković, Dejan Stanković <i>FINANCIAL MANAGEMENT CAPACITY BUILDING IN PUBLIC ADMINISTRATION BY UPGRADING KNOWLEDGE OF EMPLOYEES IN AREA OF INFORMATION-COMMUNICATION TECHNOLOGIES</i></p> <p>Ernad Kahrović, Veljko Dmitrović, Zenaida Šabotić <i>PUBLIC MANAGEMENT: COMPARATIVE ANALYSIS OF THE APPLICATION OF THE PARTICIPATIVE BUDGET CONCEPT IN THE COUNTRIES OF THE FORMER YUGOSLAVIA</i></p> <p>Miloš Milosavljević, Kristina Đurić, Jasmina Dlačić <i>THE EFFICIENCY OF ONLINE CONTENT IN POLITICAL CAMPAIGNS</i></p> <p>Tatjana Stojadinović, Ilija Antović <i>DIGITAL TRANSFORMATION IN PHARMA INDUSTRY</i></p> <p>Hysen Mućeku, Arbi Agalliu, Sokol Ndoka <i>THE STRENGTHENING PUBLIC INTERNAL FINANCIAL CONTROL INCREASES THE EFFICIENCY OF GOVERNANCE OF PUBLIC ORGANIZATIONS - THE CASE OF ALBANIA</i></p> <p>Rajko Ković <i>THE ROLE OF OUTSOURCING IN IMPLEMENTATION OF PUBLIC-PRIVATE PARTNERSHIP CONCEPTS</i></p>

Day 3 – Saturday, June 09

Time Place	Program
<p>13.00-14.00</p> <p>ROMANIJA 1</p>	<p style="text-align: center;">Session 12</p> <p style="text-align: center;">TRANSFORMATION OF FINANCIAL SERVICES</p> <p>Moderators: Vesna BOGOJEVIĆ ARSIĆ, PhD, Professor, Faculty of Organizational Sciences, University of Belgrade Jovana DADIĆ, Director of Project Management Office, Banca Intesa, Serbia</p> <hr/> <p>Vesna Bogojević Arsić, Milica Latinović <i>ALTERNATIVE ONLINE FINANCE: CROWDFUNDING AND ICO</i></p> <p>Tijana Obradović, Milica Latinović, Veljko Dmitrović <i>HE WHO DARES WINS: NEUROFINANCE APPROACH TO FINANCIAL DECISION-MAKING</i></p> <p>Milos Milosavljević, Nemanja Milanović, Nevenka Žarkić Joksimović <i>PLATFORM BANKING: EMPIRICAL EVIDENCE ON CUSTOMER EXPECTATIONS AND ACCEPTANCE</i></p> <p>Milenko Radonić <i>PAYMENT PROCESSING IN WEB BASED ENVIRONMENTS: THE BENCHMARK OF THE WORDLD'S LEADING PAYMENT PROCESSORS</i></p> <p>Davor Vašiček, Josip Čičak, Ana Marija Sikirić <i>ACCOUNTING FOR EXPECTED CREDIT LOSSES – CROATIAN CASE</i></p> <p>Nela Milošević, Slađana Barjaktarović Rakočević, Miloš Savić <i>SME FINANCIAL OPPORTUNITIES</i></p>

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> <hr/> <p>Slavica Cicvarić Kostić, Arsenije Ivanović, Milan Okanović <i>INFLUENCER MARKETING IN A SOCIAL MEDIA CONTEXT</i></p> <p>Željko Dudić <i>ANALYSIS OF THE GLOBAL ELECTRONIC RETAIL MARKET</i></p> <p>Slađana Đurić <i>CASE STUDY: AIRBNB SOCIAL MEDIA CAMPAIGN</i></p> <p>Radmila Janičić <i>CHALLENGE OF HOLISTIC MARKETING IN ARTISTIC PROJECTS</i></p> <p>Tijana Jugović, Milena Ščekić, Nino Čorlić <i>INTEGRATION OF PERFORMANCE INDICATORS FOR DIGITAL AND TRADITIONAL ADVERTISING</i></p> <p>Milica Kostić-Stanković, Valentina Vukmirović, Tatjana Cvetkovski <i>TENDENCIES OF CONTEMPORARY MARKETING COMMUNICATION IN DIGITAL ENVIRONMENT</i></p> <p>Ana Langović, Milica Kostić-Stanković, Dejana Nikolić <i>SPECIFICS OF DIGITAL ASPECTS IN CREATIVE INDUSTRIES</i></p> <p>Milica Matić, Gordana Jakić <i>CHANGING THE MARKETING TERMINOLOGY IN DIGITAL AGE</i></p> <p>Marija Mičović, Branka Novčić Korać <i>BUILDING DIGITAL BRAND AWARENESS FOR KFC SERBIA</i></p> <p>Sara Milošević, Branka Novčić Korać <i>CASE STUDY: DIGITAL STORYTELLING IN BRAND MANAGEMENT OF MOXY HOTELS</i></p> <p>Miroslav Mitrović <i>INFLUENCE OF COMPUTING MODEL ON PUBLIC OPINION-DYNAMICA, DIGITAL COMPUTING SYSTEM FOR MANAGEMENT OF PUBLIC OPINION</i></p> <p>Dejana Nikolić, Slobodan Vasilić, Azra Tibo <i>INTEGRATION OF ONLINE AND OFFLINE COMMUNICATION ACTIVITIES IN EVENT MANAGEMENT</i></p> <p>Milan Okanović, Tijana Smiljić, Slavica Cicvarić Kostić <i>THE ANALYSIS OF CONTENT USED IN POLITICAL CAMPAIGNS: DOES CONTEXT MATTER?</i></p> <p>Selena Radović, Tamara Vlastelica <i>THE SYNERGY OF SALES PROMOTION AND ONLINE ADVERTISING IN AFFECTING FMCG CONSUMER BEHAVIOUR</i></p> <p>Milica Slijepčević, Ivana Radojević <i>CURRENT TRENDS IN DIGITAL MARKETING COMMUNICATION</i></p> <p>Milica Stevanović, Milica Tešić, Marija Jović <i>DIGITAL MARKETING STRATEGY FOR HEALTHY FOOD INDUSTRY</i></p> <p>Miloš Subotić, Teodora Lolić, Darko Stefanović <i>MULTIPLE SWARMS ARTIFICIAL BEE COLONY ALGORITHM APLIED ON RETAIL SHELF SPACE ALOCATION PROBLEM</i></p> <p>Jelena Veinović Stevanović <i>NEUROMARKETING IN ADVERTISING TODAY</i></p> <p>Tamara Vlastelica, Tamara Veselinović <i>SEARCH ENGINE OPTIMIZATION STRATEGY IN PERSONAL ONLINE REPUTATION MANAGEMENT</i></p> <p>Valentina Vukmirović, Zoran Tomić, Velimir Štavljanin <i>TENDENCIES IN DIGITAL MARKETING COMMUNICATION WITH SPECIAL OVERVIEW OF GENERATION Y MEMBERS IMPACT</i></p>

Day 3 – Saturday, June 09

Time	Place	Program
11.30-13.30	SRBIJA 2	<p style="text-align: center;">Session 14 HUMAN CAPITAL IN THE DIGITAL ENVIRONMENT</p> <p>Moderators:</p> <p>Dobrivoje MIHAILOVIĆ, PhD, Professor, Faculty of Organizational Sciences, University of Belgrade Ivana KOVAČEVIĆ, PhD, Assistant Professor, Faculty of Organizational Sciences, University of Belgrade Dušan ŠTRBAC, Organizational Culture and Employer Branding Supervisor, Coca-Cola Hellenic, Serbia</p> <hr/> <p>Bojana Sokolović, Ivana Katić <i>IMPORTANCE OF THE ORGANIZATIONAL CULTURE IN THE DIGITAL AGE BUSINESS</i></p> <p>Željko Gajić, Zoran Jeftić, Ljupča Stojanović <i>ANALYSIS AND FORECASTING IN THE ERA OF BIG DATA</i></p> <p>Željko Pešut <i>VIRTUAL IDENTITY ON SOCIAL NETWORKS – NEGATIVE ASPECTS</i></p> <p>Stefan Ramljak, Milena Popović, Gordana Savić <i>THE EFFICIENCY OF HIGHER EDUCATION STUDENT MOBILITY PROGRAMMES IN EUROPE IN 2015</i></p> <p>Dejana Pavlović, Vladimir Obradović, Marija Todorović <i>DISPARITIES AMONG YOUTH LABOUR IN SERBIA</i></p> <p>Ivana Milinković, Ivana Kovačević <i>VIRTUAL VERSUS TRADITIONAL TEAMS: TEAM DYNAMICS AND TEAM MEMBERS NEED SATISFACTION IN A LEARNING ENVIRONMENT</i></p> <p>Jasmina Žnidaršič, Miha Marič <i>RELATIONSHIP BETWEEN WORK-LIFE BALANCE AND WORK ENGAGEMENT AMONG HIGHER EDUCATION LECTURERS</i></p> <p>Arturo Lavalle <i>FACING INDUSTRY 4.0 COMPETENCES DEMAND: THE IMPORTANCE OF TRAINING OF TRAINERS</i></p> <p>Jovana Jovanović, Tatjana Ivanović <i>CHALLENGES FEMALE EXPATRIATES FACE ON INTERNATIONAL ASSIGNMENTS</i></p> <p>Nikola Petrović, Jelena Anđelković Labrović, Mateja Sela <i>THE USE OF LEARNERS ENGAGEMENT DATA FOR REPORTING: CLUSTER ANALYSIS</i></p>