



XVIII INTERNATIONAL SYMPOSIUM - SYMORG 2022

“Sustainable Business Management and Digital Transformation:
Challenges and Opportunities in the Post-COVID Era”

University of Belgrade, Faculty of Organizational Sciences
Jove Ilića 154, Belgrade, Serbia

AGENDA

DAY 1: SATURDAY 11/06	
12:00 – 14:00	Registration
14:00 – 14:30	Opening Ceremony
14:30 – 16:30	Plenary Sessions
16:30 – 17:30	Refreshments & Networking

DAY 2: SUNDAY 12/06	
09:30 – 10:00	Registration
10:00 – 11:00	Plenary Sessions
11:00 – 12:30	Parallel Sessions 1/3
12:30 – 13:00	Coffee Break
13:00 – 15:00	Ph.D. Colloquium
14:00 – 15:00	Panel: Circle U
15:00 – 21:00	Field Trip & Dinner: Wine Tour



UNIVERSITY OF BELGRADE
FACULTY OF ORGANISATIONAL SCIENCES



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“Sustainable Business Management and Digital Transformation:
Challenges and Opportunities in the Post-COVID Era”

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AGENDA

DAY 3: MONDAY 13/06	
09:30 – 11:00	Parallel Sessions 2/3
11:00 – 11:30	Coffee Break
11:30 – 13:00	Parallel Sessions 3/3
13:00 – 14:00	Refreshments & Networking
14:00 – 16:00	Round Table: Transformation of HE
20:00	Conference Dinner

DAY 4: TUESDAY 14/06	
10:00 – 12:00	Round Table: Supply Chain Management
12:00 – 12:30	Coffee Break
12:30 – 14:30	Business Forum
14:30 – 15:00	Closing Ceremony



UNIVERSITY OF BELGRADE
FACULTY OF ORGANISATIONAL SCIENCES

XVIII INTERNATIONAL SYMPOSIUM - SYMORG 2022

AGENDA

DAY 1: *Opening Ceremony, Plenary Sessions*

DATE: JUNE 11, 2022

12:00 – 14:00 <i>Entrance Hall</i>	REGISTRATION
14:00 – 14:30 <i>Room D201</i>	OPENING CEREMONY <u>ZOOM LINK</u>
14:30 – 16:30 <i>Room D201</i>	PLENARY SESSIONS <u>ZOOM LINK</u>
Ana Draskovic	Business Development Director, European Bank for Reconstruction and Development <i>Sustainability and Digital after COVID – what is the direction and the pace of the change?</i>
Aleksander Aristovnik	Professor of Economics and Management in Administration, University of Ljubljana <i>Digital Transformation of Public Administration during and after COVID-19 pandemic: some theoretical and empirical insights</i>
Manuel Mazzara	Director of Institute of Software Development and Engineering, Innopolis University <i>Education After COVID-19 ("Humanity and Machines: the Future of Education")</i>
16:30 – 17:30 <i>Entrance Hall</i>	REFRESHMENTS & NETWORKING



XVIII INTERNATIONAL SYMPOSIUM - SYMORG 2022

AGENDA

DAY 2: *Plenary Sessions, Parallel Sessions, Ph.D. Colloquium and Panel: Circle U*

DATE: JUNE 12, 2022

09:30 – 10:00 <i>Entrance Hall</i>	REGISTRATION
10:00 – 11:00 <i>Room D201</i>	PLENARY SESSIONS <u>ZOOM LINK</u>
Basant Agarwal	Department of Computer Science and Engineering, Indian Institute of Information Technology Kota <i>The Role of Artificial Intelligence for the Sustainable Business in the Post COVID-19 World</i>
Priyanka Harjule	Department of Mathematics, Malaviya National Institute of Technology (MNIT), Jaipur <i>Applications of Intelligent Optimization Techniques in Sustainability</i>
11:00 – 12:30	PARALLEL SESSIONS
12:30 – 13:00	Coffee Break
13:00 – 15:00 <i>Room C301</i>	PH.D. COLLOQUIUM <u>ZOOM LINK</u>
14:00 – 15:00 <i>Room D201</i>	PANEL: CIRCLE U
15:00 – 21:00	Field Trip & Dinner: Wine Tour



UNIVERSITY OF BELGRADE
FACULTY OF ORGANISATIONAL SCIENCES

DATE: JUNE 12, 2022

11:00 – 12:30

Room C201

PARALLEL SESSIONS

E-BUSINESS ECOSYSTEMS

ZOOM LINK

TRACK MODERATOR: Zorica Bogdanović, Ph.D.

1. REINFORCING SMALL-SCALE PRODUCERS VIA INNOVATIVE BUSINESS MODELS: A CASE OF NATURAL FOOD AND DRINKS PRODUCTS IN SERBIA
Dusan Barac, Vukasin Despotovic, and Teklehaimanot Embaye
2. DESIGNING A BLOCKCHAIN-BASED E-BUSINESS SYSTEM FOR TRACKING HONEY PRODUCTION
Petar Lukovac, Aleksa Miletić, and Božidar Radenković
3. E- FISCALIZATION-EXPERIENCES AND ANALYSIS IN SMALLER COMPANIES
Miloš Mijić, Branko Ćebić, and Miloš Živković
4. DIGITAL MARKETING IN THE PROMOTION OF A NEW FASHION BRAND
Milica Simić, Marijana Despotović Zrakić, and Aleksandra Labus
5. CROWDSOURCING AND IOT-BASED OPEN INNOVATIONS IN INCREASING SAFETY ON RAILWAYS
Nenad Stanisavljević, Danijela Stojanović, and Zorica Bogdanović
6. TESTING READINESS FOR INTRODUCING CROWDSOURCING SERVICES IN SECONDARY HEALTHCARE INSTITUTIONS
Miroslav Kendrišić, Tamara Đorđević, and Dušan Višnjić
7. STUDENTS` PERCEPTION OF MANUAL AND AUTOMATED GRADING OF PROGRAMMING ASSIGNMENTS
Tatjana Stojanović, Saša Lazarević, and Ilija Antović
8. A SILABBIZ DSL FOR BUSINESS LOGIC SPECIFICATION
Vojislav Stanojevic, Siniša Vlajić, and Dušan Savić
9. QUALITY-BASED ANALYSIS OF SHIFTING TO NATIVE MICROSERVICE SOFTWARE ARCHITECTURE
Denis Kužner, Miloš Milić, and Siniša Vlajić
10. TESTING AS A VALIDATION METHOD FOR FUNCTIONAL REQUIREMENTS OF A SOFTWARE SYSTEM
Miloš Nikić and Saša Lazarević

DATE: JUNE 12, 2022

11:00 – 12:30

Room C301

PARALLEL SESSIONS

DIGITAL OPERATIONS AND LOGISTICS MANAGEMENT

ZOOM LINK

TRACK MODERATOR: Danica Lečić-Cvetković, Ph.D.

1. DIGITALIZATION OF AUTOMATED GUIDED VEHICLES KEY PERFORMANCE INDICATORS
Diogo Barbosa, Ângela Silva, and Wellington Alves
2. AN APPROACH TO SUPPORT SMALL MEDIUM-SIZE COMPANIES IN PLANNING AND MANAGING DISTRIBUTION ROUTES
Diogo Costa, Wellington Alves, and Ângela Silva
3. SPREADSHEET-BASED SHADOW IT: CASE OF SERBIA
Lena Đorđević Milutinović, Lazar Raković, and Slobodan Antić
4. MOTIVATIONAL ELEMENTS OF INTRODUCTION AND USE OF INTELLIGENT SYSTEMS THROUGH THE PARADIGM OF NEW ELECTRIC MOBILITY IN EUROPE AND BEYOND
Patricija Janković, Sašo Murtič, and Albert Zorko
5. WATER TRAFFIC MANAGEMENT SYSTEMS IN PORTS FOR THE NEEDS OF MANAGEMENT IN PORT LOGISTICS
Patricija Janković, Sašo Murtič, and Andrej Raspor
6. CONSTRUCTIVE HEURISTIC FOR OPEN SHOP PROBLEM WITH RECIRCULATION
Petar Lakčević, Ognjen Anđelić, and Zoran Rakićević
7. TOWARDS A CONCEPTUAL FRAMEWORK OF LOGISTICS 4.0
Teodora Rajković, Dragan Vasiljević, and Danica Lečić Cvetković
8. WOMEN'S ENTREPRENEURSHIP - MEASURES FOR THE DEVELOPMENT: CASE STUDY OF REPUBLIC OF SERBIA
Tamara Čurović, Danica Lečić Cvetković, and Teodora Rajković

DATE: JUNE 12, 2022

11:00 – 12:30

Room 105

PARALLEL SESSIONS

**EVIDENCE-BASED PUBLIC POLICY MAKING
IN POST-COVID ENVIRONMENT**

ZOOM LINK

TRACK MODERATORS: Slobodan Miladinović, Ph.D., Danilo Vuković, Ph.D.

TRACK KEYNOTE SPEAKER: Dražen Maravić, Portfolio Manager – Inclusive Political Processes and Civic Participation at UNDP

1. SHRINKING POPULATIONS AND SUSTAINABLE SOCIO-ECONOMIC DEVELOPMENT:
IS THERE A WAY OUT FROM THE PITFALL?
Danilo Vuković
2. DEMOGRAPHIC CHANGES IN THE CONTEXT OF THE CROATIAN PENSION SYSTEM
Denis Buterin, Bojana Olgic Drazenovic, and Vesna Buterin
3. DOES EQUAL PAY WORK FOR WOMEN IN SERBIA? THE EXPERIENCE DURING THE
COVID-19 PANDEMIC
Kosovka Ognjenović
4. THE IMPACT OF THE COVID CRISIS ON MACROECONOMIC INDICATORS OF EU
MEMBER STATES
Miloš Parežanin, Milica Bulajić, and Dragana Kragulj
5. DID COVID-19 RELIEF PROGRAMS REANIMATE ZOMBIE COMPANIES?
Branko Radulovic and Stefan Dragutinovic

DATE: JUNE 12, 2022

11:00 – 12:30

Room 101

PARALLEL SESSIONS

**QUALITY MANAGEMENT AND STANDARDIZATION
IN DIGITAL TRANSFORMATION ERA**

ZOOM LINK

TRACK MODERATOR: Jovan Filipović, Ph.D.

1. MEASURING PERCEIVED SERVICE QUALITY USING SERVQUAL IN HOSPITALITY INDUSTRY
Milica Vuksanovic, Mladen Djuric, and Ana Kicanovic
2. IMPLEMENTATION OF ISO 22301 STANDARD FOR BUSINESS CONTINUITY AND QUALITY ASSURANCE IN FOOD INDUSTRY
Danijel Stosic, Mladen Djuric, and Olga Radovanovic
3. QUALITY MANAGEMENT PERCEPTION IN STUDENT ORGANIZATIONS
Sara Dimitrijević, Jelena Ruso, and Isidora Milošević
4. ADVANTAGES AND EFFECTS ON QUALITY OF THE ONLINE MODEL OF EDUCATION IN PRIMARY SCHOOLS
Maja Glogovac, Tatjana Krsmanović, and Bojana Dančula Dejanović
5. INTERNATIONALIZATION AS THE FOUNDATION FOR SUSTAINABLE BUSINESS MANAGEMENT
Biljana Tošić, Ivana Mijatović, and Nedeljko Živković
6. ASSESSMENT OF ENTREPRENEURIAL COMPETENCES OF INDUSTRIAL ENGINEERING STUDENTS: POST-COVID19 RESULTS
Marko Orošnjak, Nebojša Brkljač, and Velibor Karanović

DATE: JUNE 12, 2022

11:00 – 12:30

Room 210

PARALLEL SESSIONS

MANAGING DIGITAL TRANSFORMATION PROJECTS UNDER DISCONTINUITY

ZOOM LINK

TRACK MODERATOR: Dejan Petrović, Ph.D.,

TRACK KEYNOTE SPEAKER: Branko Subotić, Senior Manager, EY Serbia/BiH/MNE

1. KEY ROLE OF HIGH-TECH BUSINESS INCUBATORS SUSTAINABLE GOVERNANCE IN THE POST-COVID ERA
Andjelija Djordjevic and Marko Mihic
2. THE FUTURE IS ALREADY HERE: DO WE NEED TO UPSKILL DIGITAL PROJECT MANAGERS?
Zorica Mitrovic, Dragan Bjelica, and Tea Borozan
3. DIGITAL TRANSFORMATION LEADING THE WAY
Ljubomir Drakulevski, Dimitar Jovevski, and Ognen Firfov
4. FEASIBILITY ASSESSMENT OF DIGITAL TRANSFORMATION PROJECTS IN AGRICULTURE
Dejan Petrović, Petar Stanimirović, and Aleksandar Vratonjić
5. EDTECH PROJECTS: DISRUPTIVE INNOVATION IN HIGHER EDUCATION
Milan Đorđević, Teodora Slavinski, and Dragan Bjelica
6. MEASURING THE SUCCESS OF DIGITAL TRANSFORMATION PROJECTS
Dejan Petrović, Zorica Mitrović, and Petar Stanimirović
7. DIGITAL TRANSFORMATIONS AND SOFTWARE SOLUTIONS IN THE FIGHT AGAINST THE CORONA VIRUS IN THE DEFENSE SYSTEM
Spasoje Mučibabić, Zoran Obradovic, and Goran Vukadinovic
8. DIGITALISATION OF CONSTRUCTION INDUSTRY IN SERBIA – NEW BUIDLIING OF THE FACULTY OF ORGANISATIONAL SCIENCES CASE STUDY
Zeljko Zugic and Sandra Nedeljkovic

DATE: JUNE 12, 2022

11:00 – 12:30

Room 106

PARALLEL SESSIONS

DIGITAL TRANSFORMATION OF PUBLIC ADMINISTRATION

ZOOM LINK

TRACK MODERATORS: Dragan Vukmirović, Ph.D., Zorica Bogdanović, Ph.D.

1. THE CHALLENGES OF E-GOVERNMENT IN (POST) COVID CRISIS IN SERBIA
Željko Bolbotinović, Stefan Radojičić, and Dragan Vukmirović
2. USE VALUE OF OPEN DATA IN SERBIA
Tatjana Stojadinović, Ilija Antović and Saša Lazarević
3. REFORM OF TAX ADMINISTRATION IN SERBIA – THE ROADMAP FOR THE
EFFECTIVE DIGITAL TRANSFORMATION THROUGH THE PARADIGM SWITCH
Goran Radosavljevic, Mihajlo Babin, and Milos Eric
4. IMPACT OF DIGITALIZATION ON PUBLIC PROCUREMENT PERFORMANCES IN
SLOVENIA
Sašo Matas and Predrag Jovanovic, Milan Radojičić
5. DIGITALIZATION OF THE FINANCIAL MANAGEMENT AND CONTROL SYSTEM IN
THE PUBLIC SECTOR: THE CASE OF WESTERN BALKAN COUNTRIES
Vesna Novakovic, Mirjana Milovanovic, and Dragan Gligoric

XVIII INTERNATIONAL SYMPOSIUM - SYMORG 2022

AGENDA

DAY 3: *PARALLEL SESSIONS AND ROUND TABLE: TRANSFORMATION OF HIGHER EDUCATION*

DATE: JUNE 13, 2022

09:30 – 11:00	PARALLEL SESSIONS
11:00 – 11:30	Coffee Break
11:30 – 13:00	PARALLEL SESSIONS
13:00 – 14:00	Coffee Break
14:00 – 16:00 <i>Library</i>	ROUND TABLE: TRANSFORMATION OF HIGHER EDUCATION <u>ZOOM LINK</u>
20:00 HOTEL M	CONFERENCE DINNER

DATE: JUNE 13, 2022

09:30 – 11:00

11:30 – 13:00

Room B103

PARALLEL SESSIONS

CREATIVITY, INNOVATION, AND SUSTAINABLE MANAGEMENT

ZOOM LINK

TRACK MODERATORS: Biljana Stošić, Ph.D., Nataša Petrović, Ph.D.

1. THE ROLE OF SMES IN THE SUSTAINABLE ENERGY TRANSITION
Wellington Alves, Paula Ferreira, and Julio César
2. SUSTAINABLE COST MANAGEMENT OF RENEWABLE ENERGY COMPANIES
Nemanja Backović and Bojan Ilić
3. IS PROFIT IMPORTANT TO THE SUSTAINABLE MANAGEMENT OF SOCIAL ENTERPRISE? CASE OF CROATIA
Ivana Bilic
4. USING SAP ACTIVATE METHODOLOGY IN THE IMPLEMENTATION OF S/4 HANA TECHNOLOGY
Milica Bradic
5. SUSTAINABLE MANAGEMENT OF SERBIAN AGRICULTURAL FAMILY HOLDINGS
Lena Đorđević Milutinović, Marko Ćirović, and Radul Milutinovic
6. DIGITALIZATION AND SUSTAINABLE ECONOMIC DEVELOPMENT IN EUROPEAN COUNTRIES
Sandra Jednak and Jelena Minovic
7. SUSTAINABLE MANAGEMENT THROUGH DIGITAL SERVITIZATION
Maja Miloradov, Nenad Simeunovic, and Ugljesa Marjanovic
8. DEVELOPMENT OF FLOOD RISK ASSESMENT MODEL
Jelena Andreja Radakovic and Dragana Makajić Nikolić
9. SHARING ECONOMY AND SUSTAINABLE DEVELOPMENT GOALS
Nataša Petrović, Veljko Jeremić, and Marko Ćirović
10. POSSIBILITIES OF PROCESS INNOVATIONS APPLICATION IN THE CUSTOMS SYSTEM
Sanja Dalton, Biljana Stošić, and Radul Milutinovic

09:30 – 11:00

11:30 – 13:00

Room B103

PARALLEL SESSIONS

CREATIVITY, INNOVATION, AND SUSTAINABLE MANAGEMENT

ZOOM LINK

TRACK MODERATORS: Biljana Stošić, Ph.D., Nataša Petrović, Ph.D.

11.A MODEL FOR FINANCING INNOVATION IN SMART COMMUNITIES

Patricija Jankovič

12.FRAMEWORK FOR INNOVATION AND SUSTAINABLE MANAGEMENT- SYSTEMS THINKING MODELS

Tadeja Jere Jakulin and Tamara Papic

13.DRIVING INNOVATION THROUGH INTRA-ORGANIZATIONAL CO-CREATION PLATFORM

Milica Jevtic and Sanja Marinkovic

14.DOCUMENTATION AND CONFIGURATION MANAGEMENT SYSTEMS FOR R&D PROJECTS

Gökçe Öger

15.APPLYING THE FUZZY ANALYTIC HIERARCHY PROCESS TO EVALUATION OF THE R&D PROJECTS

Gökçe Kılıç Öger

16.PRODUCT-SERVICE SYSTEM IN TELECOMMUNICATIONS INDUSTRY

Jovana Mihailovic, Biljana Stošić, and Radul Milutinović

17.IMPROVING THE METHODOLOGY OF INNOVATION PROJECTS PORTFOLIO MANAGEMENT

Aleksandar Miletić, Biljana Stošić, and Radul Milutinovic

18.DEVELOPING SMART TOURISM AS A STRATEGIC APPROACH TO TOURISM CHALLENGES IN THE POST-COVID ERA

Vuk Mirčetić and Marko Mihić

DATE: JUNE 13, 2022

09:30 – 11:00

11:30 – 13:00

Room C301

PARALLEL SESSIONS

RETHINKING MARKETING AND COMMUNICATION IN POST-COVID ERA

ZOOM LINK

TRACK MODERATOR: Milica Kostić Stanković, Ph.D.

1. EMPLOYER BRANDING STRATEGY: UNIVERSITY AND INDUSTRY COLLABORATION
Vesna Damnjanovic and Marija Trivanovic
2. DIGITAL PERFORMANCE OF LEADING FASHION BRANDS
Natalija Eferica, Slavica Cicvarić Kostić, and Milan Okanović
3. THE APPLICATION OF SOCIAL MARKETING IN ART INSTITUTIONS COMMUNICATION
Radmila Janičić and Mirjana Gligorijević
4. THE EFFECTS OF COMMUNICATION DURING THE PANDEMIC ON PUBLIC OPINION
AND TRUST IN THE INSTITUTIONS OF THE SYSTEM
Dragan Janković, Jovanka Vukmirović, and Aleksandra Vukmirović
5. CHANGES IN MARKETING PERFORMANCE MEASUREMENT DUE TO THE COVID-19
PANDEMIC – EVIDENCE FROM CEE
Tijana Jugovic and Velimir Štavljanin
6. CHALLENGE MANAGEMENT IN FILM INDUSTRY CAUSED BY COVID-19: OVERCOMING
SOLUTIONS
Milica Kostic Stankovic and Dejana Nikolic
7. COMMUNICATION PERSPECTIVE OF LOBBYING FOR PRE-SCHOOL EDUCATION: CASE
OF SERBIA
Jelena Krstovic
8. THE INFLUENCE OF AUGMENTED REALITY TECHNOLOGIES IN POST-COVID BUSINESS
COMMUNICATION
Teodora Lukić, Milica Kostić Stanković, and Marija Jović
9. THE IMPORTANCE OF MARKETING ACTIVITIES IN CREATIVE INDUSTRIES IN POST
COVID ERA
Dejana Nikolic and Ana Langovic Milicevic

09:30 – 11:00

11:30 – 13:00

Room C301

PARALLEL SESSIONS

RETHINKING MARKETING AND COMMUNICATION IN POST-COVID ERA

ZOOM LINK

TRACK MODERATOR: Milica Kostić Stanković, Ph.D.

10. VISIBILITY, FAVORABILITY AND EFFECTIVENESS OF SOCIAL MARKETING CAMPAIGNS – WHAT DRIVES BEHAVIOR CHANGE?
Tamara Perić, Tamara Vlastelica, and Vladimir Pavković
11. DATA-DRIVEN CHANGES IN CORPORATE COMMUNICATION IN THE POST-COVID ERA
Andjelina Petrovic
12. RESHAPING THE COMMUNICATION STRATEGY OF ENERGY COMPANIES IN THE POST-COVID TIME - CASE STUDY "ELEKTROMREŽA SRBIJE AD"
Gordana Raković Rudović
13. POST-CRISIS REPUTATION MANAGEMENT – THE EFFECT OF DIFFERENT CRISIS COMMUNICATION STRATEGIES
Tamara Vlastelica, Dejana Nikolic and Jelena Krstić
14. RETHINKING GLOBAL RETAIL STRATEGY IN POST COVID ERA
Sonja Vucenovic, Ksenija Lekovic and Sanja Dzever
15. COMMUNICATIONS MANAGEMENT IN HEALTHCARE INSTITUTIONS: ANALYSIS OF INTERNAL PUBLIC ATTITUDES BEFORE AND AFTER THE COVID-19 PANDEMIC
Marija Zdravkovic, Milica Kostic Stankovic and Jelena Krstic
16. CONSUMERS' BEHAVIOR ACCORDING TO GENERATION SEGMENTS
Leposava Zečević, Radmila Janičić and Olgica Stanojević
17. THE IMPACT OF GENERATION Z CONSUMER LIFESTYLES ON ONLINE SHOPPING DURING CORONA CRISIS
Ana Zekavica, Jovanka Vukmirović and Nemanja Lekić
18. PRO-ENVIRONMENTAL PURCHASING BEHAVIOR: EXPLORING MOTIVATION DRIVING GEN Y AND GEN Z
Jasmina Dlačić

DATE: JUNE 13, 2022

09:30 – 11:00

11:30 – 13:00

Room C201

PARALLEL SESSIONS

MANAGING HUMAN RESOURCES IN POST-COVID ERA

ZOOM LINK

TRACK MODERATOR: Ivana Kovačević, Ph.D.

1. WORKING FROM HOME, WORK-RELATED ATTITUDES, WORK-LIFE BALANCE AND EMPLOYEE WELL-BEING – IMPLICATIONS FOR HRM IN THE POST-COVID ERA
Biljana Bogičević Milikić, Ana Aleksić Mirić, and Nebojša Janićijević
2. THE EFFECTS OF PERCEIVED ORGANIZATIONAL SUPPORT ON EMPLOYEES WELL-BEING IN POST COVID ERA
Andrea Malovic and Valentina Markovic
3. BURNOUT SYNDROME AMONG PRIMARY HEALTH CARE EMPLOYEES DURING COVID-19 PANDEMIC
Maja Matejić, Jelena Andjelković Labrović, and Ivana Kovačević
4. STUDENTS DIGITAL COMPETENCIES DURING ONLINE LEARNING: ARE THEY READY FOR THE POST-COVID ERA?
Ivona Živković, Ivana Kužet, and Nikola Petrović
5. STUDENTS' PERCEPTIONS OF PERSONAL BRANDING IN GREECE: IMPACTS ON CAREER ACHIEVEMENT ASPIRATIONS
Achilleas Anagnostopoulos, Sophia Koustas, and Ivana Kovacevic
6. THE IMPACT OF PERCEIVED JOB INSECURITY ON MILLENNIAL WORKERS' ORGANIZATIONAL COMMITMENT
Ivana Jolović and Nemanja Berber
7. ENHANCEMENT OF THE ACTIVITY EFFECTIVENESS IN THE PRODUCTION WORKSTATIONS THROUGH HUMAN RISK FACTORS ANALYSIS
Aleksandar Aleksic, Danijela Tadic, and Dragan Milanovic
8. THE IMPORTANCE OF CANDIDATES' ATTITUDES TOWARDS THE FAIR IMPLEMENTATION OF THE SELECTION PROCESS FOR EMPLOYER BRANDING
Ranka Bodiroža, Jelena Andjelkovic Labrovic, and Mladen Čudanov

09:30 – 11:00

11:30 – 13:00

Room C201

PARALLEL SESSIONS

MANAGING HUMAN RESOURCES IN POST-COVID ERA

ZOOM LINK

TRACK MODERATOR: Ivana Kovačević, Ph.D.

9. DEVELOPING FRAMEWORK FOR MEASURING CAREER TRANSITION READINESS
Ivana Kovačević, Ivana Kužet, and Mateja Manojlović

10. PERSONAL ETHICS PERCEPTION AND ITS RELATION TO THE EXPECTED
PROPERTIES OF A GOOD LEADER
Dejan Marinčić, Maja Djurica, and Miha Marič

11. BOARDS' INVOLVEMENT IN CEO SUCCESSION: A CASE STUDY ANALYSIS
Tihona Bozhinovska and Ljupcho Eftimov

12. „EVERYTHING IS A PROJECT“: PROJECTIFICATION IN WORK-LIFE CONTEXT OF
WOMEN TOP MANAGERS
Inga Minelgaite and Halla Margrét Hinriksdóttir

13. THE ROLE OF HR IN ORGANISING HACKATHON AS AN EMPLOYER BRANDING TOOL
Katarina Jovanovic Corlija and Tatjana Jovanovic

14. AUDITOR'S PERCEPTION OF STRESS DURING THE COVID19 IN THE REPUBLIC OF
SERBIA
Nemanja Jakovljević and Veljko Dmitrović

DATE: JUNE 13, 2022

09:30 – 11:00

11:30 – 13:00

Room B009

PARALLEL SESSIONS

BUSINESS ANALYTICS

ZOOM LINK

TRACK MODERATORS: Gordana Savić, Ph.D., Zoran Radojičić, Ph.D.

1. ENVY-FREE FAIR STUDENT DROPOUT PREDICTION
Sandro Radovanović, Boris Delibašić, and Milija Suknovic
2. CREDIT RATING PREDICTION USING MACHINE LEARNING ALGORITHMS: S&P500 COMPANIES
Jana Krstovic, Pavle Milosevic, and Ivana Dragovic
3. THE IMPACT OF MISSING VALUES ON CORPORATE CREDIT RATING PREDICTION PERFORMANCE
Milica Zukanović, Pavle Milosevic, and Ana Poledica
4. SALES FORECASTING IN RESTAURANTS USING COMPUTATIONAL INTELLIGENCE
Milica Zukanović, Aleksandar Rakicevic, and Ivana Dragovic
5. DATA-CENTRIC MACHINE LEARNING IN CRYPTO MINING DETECTION
Sofija Krstev and Dragoljub Krneta
6. GENERALIZATION CAPABILITIES OF ARTIFICIAL NEURAL NETWORKS AS AN INDICATOR OF A CRISIS
Tijana Matejic, Filip Vasic, and Djordje Mihailovic
7. DEVELOPMENT OF THE STRATEGIC GAMES SIMULATION PLATFORM
Ognjen Nikolić and Marija Kuzmanović
8. DOES OWNERSHIP STRUCTURE AFFECT BANK PERFORMANCE IN THE COVID-19 PANDEMIC PERIOD? EVIDENCE FROM CROATIA
Katerina Fotova Čiković, Damira Keček, and Joško Lozić
9. BUSINESS PERFORMANCE OF POSTAL OPERATORS
Nataša Čačić, Dajana Milić, and Dragana Šarac

09:30 – 11:00

11:30 – 13:00

Room B009

PARALLEL SESSIONS

BUSINESS ANALYTICS

ZOOM LINK

TRACK MODERATORS: Gordana Savić, Ph.D., Zoran Radojčić, Ph.D.

10. ANALYTICAL MODELING OF GRADUATED ECONOMISTS' EMPLOYMENT
Filip Peovski, Predrag Trpeski, Igor Ivanovski, and Violeta Cvetkoska
11. ANALYSIS OF THE DETERMINANTS OF GRADUATES EMPLOYABILITY
Kristijan Kozeski, Vesna Bucevska, and Aleksandra Janeska-Iliev
12. SIMULATION MODELS IN THE FUNCTION OF CENSORED DEMAND MANAGEMENT
OF HIGHER EDUCATION PROCESSES IN THE ERA OF DIGITALIZATION
Mirjana Landika, Nina Uremović, and Jana Aleksić
13. ONLINE VS HYBRID TEACHING - COMPARISON OF STUDENTS' PERFORMANCE ON
PRE-EXAM OBLIGATIONS
Milan Radojčić, Milica Marčić, and Veljko Uskoković
14. FUZZY LINEAR FRACTIONAL PROGRAM STRICTLY BASED ON EXTENSION
PRINCIPLE USING LINEAR MODELS
Bogdana Stanojević and Milan Stanojević
15. BLOCKCHAIN: APPLICATION OF MACBETH METHOD FOR RANKING CRYPTO
PROJECT FACTORS
Minja Marinović, Milena Popović, and Bisera Andrić Gusavac

DATE: JUNE 13, 2022

09:30 – 11:00

11:30 – 13:00

Room 105

PARALLEL SESSIONS

BLOCKCHAIN TECHNOLOGY IN BUSINESS AND INFORMATION SYSTEMS

ZOOM LINK

TRACK MODERATORS: Dejan Simić, Ph.D., Aleksandra Labus, Ph.D.

1. SMART CONTRACTS AND THEIR IMPACT ON SUPPLY CHAIN MANAGEMENT
Dušan Mitrović, Ivan Milenković, and Dejan Simić
2. ETHEREUM REQUEST FOR COMMENT FOR FRACTIONAL OWNERSHIP OF NON-FUNGIBLE TOKENS
Miroslav Stefanović, Đorđe Pržulj, and Darko Stefanović
3. MANAGING CONSISTENCY LEVELS IN DISTRIBUTED SYSTEMS
Milica Škembarević, Slađan Babarogić, and Olga Jejić
4. IMPLEMENTATION OF SMART CONTRACTS FOR PAYMENT TRANSACTIONS ON THE ETHEREUM PLATFORM
Srđan Tripković and Dejan Simić
5. THE RELATIONSHIP BETWEEN THE CURRENCIES OF OLD AND MODERN TIMES
Nikola Cvetković and Aleksandar Đoković
6. BLOCKCHAIN-BASED SOLUTIONS FOR IOT: A SURVEY
Maja Miljanić and Bojan Jovanović
7. ON THE USE OF SCHEDULED CONSENSUS IN BUSINESS APPLICATIONS
Boris Damjanović, Dragan Korać, and Negovan Stamenković
8. BIOMETRIC AUTHENTICATION MODEL IN ELECTRONIC PAYMENT SYSTEM BASED ON BLOCKCHAIN TRANSACTIONS
Nenad Badovinac and Dejan Simić
9. A METHODOLOGICAL APPROACH FOR CONVERTING RELATIONAL TO GRAPH DATABASES
Stefan Krstović, Ognjen Pantelić, and Ana Pajić Simović

09:30 – 11:00

11:30 – 13:00

Room 105

PARALLEL SESSIONS

BLOCKCHAIN TECHNOLOGY IN BUSINESS AND INFORMATION SYSTEMS

ZOOM LINK

TRACK MODERATORS: Dejan Simić, Ph.D., Aleksandra Labus, Ph.D.

10. OVERVIEW OF NON-FUNGIBLE TOKEN SYSTEMS

Jelica Stanojević, Uroš Šošević, and Velimir Štavljanin

11. A COMPARATIVE ANALYSIS OF THE HUMAN RESOURCES MODULE IN OPEN-SOURCE ERP SYSTEMS

Milica Masal and Srđa Bjeladinović

12. BLOCKCHAIN IN IDENTITY MANAGEMENT - A SURVEY

Bojan Marčeta and Marija Bogičević Sretenović

13. ANALYZING THE IMPACT OF PHYSICAL OPTIMIZATION ON DATABASE QUERIES

Mina Nikolić and Srđa Bjeladinović

DATE: JUNE 13, 2022

09:30 – 11:00

11:30 – 13:00

Room 210

PARALLEL SESSIONS

LEAN BUSINESS SYSTEMS – STRUCTURES, PROCESSES, AND MODELS

ZOOM LINK

TRACK MODERATORS: Ivan Tomašević, Ph.D., Mladen Čudanov, Ph.D.

1. KEY PERFORMANCE INDICATORS IN INDUSTRIAL HUMAN-ROBOT COLLABORATION
Carlo Caiazzo, Marija Savković, and Snežana Nestić
2. IMPLEMENTING LEAN MANUFACTURING TOOLS: THEORY AND PRACTICE
Nelson Areias, Wellington Alves, and Jorge Garcia
3. IMPLICATIONS OF LEAN IN CONTEXT OF NON-REPETITIVE MANUFACTURING ON
LENSES OF LEAN: A REVIEW
Ivan Tomašević and Dragoslav Slović
4. MEASURING THE SUCCESS OF LEAN ORGANIZATIONS THROUGH TRIPPLE BOTTOM
LINE FRAMEWORK
Milena Gatic, Barbara Simeunović, and Ivona Jovanović
5. LEAN PLANNING - THE IMPORTANCE OF CHOOSING THE ESTIMATION TECHNIQUE
THAT WILL FIT PROJECT NEEDS
Nikola Vojtek and Bojan Smudja
6. MANAGEMENT AND EMPLOYEE INFLUENCE ON LEAN TRANSFORMATION
Ivona Jovanović, Dragana Stojanović, and Milena Gatić
7. IMPROVING PROFITABILITY WITH CONTINUOUS IMPROVEMENT
Aleksandra Vukovic and Dragana Stojanovic
8. COMPARATIVE STUDY OF SPECIAL EVENT SPONSORSHIP IN PRE-COVID-19 AND
POST-COVID-19 ERA
Djurdjina Veljković

09:30 – 11:00

11:30 – 13:00

Room 210

PARALLEL SESSIONS

LEAN BUSINESS SYSTEMS – STRUCTURES, PROCESSES, AND MODELS

ZOOM LINK

TRACK MODERATORS: Ivan Tomašević, Ph.D., Mladen Čudanov, Ph.D.

9. THE INFLUENCE OF ENVIRONMENTAL FACTORS CHANGE ON THE DIGITAL TRANSFORMATION PROCESS
Milan Jovanovic, Ivan Todorovic, and Ondrej Jasko
10. THE IMPORTANCE OF EMPLOYEES FOR THE IMPLEMENTATION OF ORGANIZATIONAL CHANGES DURING THE PANDEMIC
Jovan Krivokapić, Đorđe Lazić, and Milan Jovanović
11. TELEWORK AFTER THE COVID-19: PERCEPTIONS IN RELATION TO OWNERSHIP, INDUSTRY AND SUPPORT
Mladen Čudanov, Aleksandra Cvetković, and Gheorghe Savoiu

DATE: JUNE 13, 2022

09:30 – 11:00

11:30 – 13:00

Room 106

PARALLEL SESSIONS

DIGITAL TRANSFORMATION OF THE FINANCIAL INDUSTRY

ZOOM LINK

TRACK MODERATOR: Vesna Bogojević Arsić, Ph.D.,

TRACK KEYNOTE SPEAKER: Itana Ristić, Head of digital marketing and CX office at Banca Intesa Beograd

1. GREEN BONDS
Stella Suljic Nikolaj, Bojana Olgic Drazenovic, and Denis Buterin
2. TRADITIONAL VERSUS CONDITIONAL EVALUATION OF PORTFOLIO PERFORMANCE: LITERATURE REVIEW
Vesna Bogojevic Arsic
3. INFLUENCE OF DIGITAL SKILLS AND AUTOMATION ON DIGITISATION IN RETAIL BANKING
Umesh Kothari and A Seetharaman
4. DIGITAL TRANSFORMATION OF BANKING BUSINESS IN SERBIA CAUSED BY COVID-19 PANDEMIC
Željko Spasenić, Slađana Sredojević, and Slađana Benković
5. CUSTOMER PREFERENCES TOWARDS DIGITAL BANKING SERVICES IN SERBIA
Slađana Barjaktarović Rakočević, Siniša Milošević, and Nela Rakić
6. DIGITAL TRANSFORMATION IN CAR INSURANCE - INSURTECH AS A NEW MARKET TREND
Dorana Tomac, Jasmina Dlačić, and Veljko Dmitrović
7. VALUE OF DIGITAL SUSTAINABILITY
Milica Latinovic
8. MICROFINANCE FOR THE SME SECTOR: A BIBLIOMETRIC REVIEW
Milos Milosavljevic, Željko Spasenić, and Vesna Damnjanović

09:30 – 11:00

11:30 – 13:00

Room 106

PARALLEL SESSIONS

DIGITAL TRANSFORMATION OF THE FINANCIAL INDUSTRY

ZOOM LINK

TRACK MODERATOR: Vesna Bogojević Arsić, Ph.D.,

TRACK KEYNOTE SPEAKER: Itana Ristić, Head of digital marketing and CX office at Banca Intesa Beograd

9. NON-FINANCIAL REPORTING AND SUSTAINABLE DEVELOPMENT IN PUBLIC SECTOR ORGANIZATIONS

Josip Cicak

XVIII INTERNATIONAL SYMPOSIUM - SYMORG 2022

AGENDA

**DAY 4: ROUND TABLE: SUPPLY CHAIN MANAGEMENT,
BUSINESS FORUM AND CLOSING CEREMONY**

DATE: JUNE 14, 2022

<p>10:00 – 12:00 <i>Room D201</i></p>	<p>Round Table: SUPPLY CHAIN MANAGEMENT <u>ZOOM LINK</u></p>
<p>12:30 – 13:00</p>	<p>Coffee Break</p>
<p>12:30 – 14:30 <i>Room D201</i></p>	<p>BUSINESS FORUM <u>ZOOM LINK</u></p>
<p>14:30 – 15:00 <i>Room D201</i></p>	<p>CLOSING CEREMONY <u>ZOOM LINK</u></p>