



International Scientific Conference

THE PRIORITY DIRECTIONS OF NATIONAL ECONOMY DEVELOPMENT

University of Niš, Faculty of Economics

13th October 2016

CONFERENCE PROGRAM

09.00 – 10.00	Registration
	Welcome speeches
10.00 – 10.30	Jadranka Đurović Todorović, Dean of the Faculty of Economics Niš Marija Radosavljević, Vice-dean of the Faculty of Economics Niš
	KEY-NOTE SPEECHES
10.30 – 11.30	Miroslav Jovanović, Secretary of the Group of Experts on Euro-Asian Transport Links, United Nations Economic Commission for Europe (UNECE) Sustainable Transport Division: EURO-ASIAN TRANSPORT LINKS: CHALLENGES AND OPPORTUNITIES Mirko Savić, Full Professor, Department of Business Informatics and Quantitative Methods, Centre for Applied Statistics, University of Novi Sad; Member of Commission for Accreditation and Quality Assurance and Member of HERE Serbia (Higher Education Research Experts) DEMOGRAPHICS, MIGRATION AND BRAIN DRAIN IN THE DANUBE AREA
11.30 – 12.00	Coffee break
12.00 – 15.00	PARALLEL SESSIONS
15.00	Lunch

PROGRAM OF THE PARALLEL SESSIONS

12.00 – 15.00

(Presentation 10-15 minutes, discussion 5-10 minutes per paper)

SESSION 1 CONFERENCE ROOM A

Session Chair: Zoran Stefanović, Marina Đorđević

PRIORITY AREAS FOR THE IMPROVEMENT AT NATIONAL LEVEL

	TITLE OF THE PAPER	Author(s)	Affiliation
1.	RECENT PERFORMANCE OF THE ECONOMY OF SERBIA IN THE DOMAIN OF INSTITUTIONAL COMPETITIVENESS	Zoran Stefanović Milena Lazarević	University of Niš, Faculty of Economics, Serbia
2.	LEVELS OF GLOBALIZATION AND COMPETITIVENESS OF THE REPUBLIC OF SERBIA COMPARED TO THE COUNTRIES IN THE REGION	Aleksandar Đorđević Boban Stojanović Snežana Radukić	University of Niš, Faculty of Economics, Serbia
3.	ECONOMIC REALITY OF SERBIA AND IMPROVEMENT PROSPECTS	Ivan Đekić	Serbia
4.	ANALYSIS AND EVALUATION OF THE IMPLEMENTATION OF POLICIES TO PROMOTE CREATION OF GREEN JOBS IN BULGARIA	Albena Miteva Ivan Kanchev	UNWE, Economy of Natural Resources Department, Sofia, Bulgaria
5.	DYNAMIC INTERACTION OF INTERNATIONAL TRADE AND CAPITAL FLOWS – THEORETIC AND EMPIRICAL ANALYSIS	Vesna Petrović Ivan Mirović	University of East Sarajevo, Faculty of Business Economics, Bijeljina, BiH
6.	THE IMPACT OF FOREIGN DIRECT INVESTMENT ON EMPLOYMENT IN THE REPUBLIC OF SERBIA	Marija Petrović-Randelović Gordan Janković	University of Niš, Faculty of Economics, Serbia

7.	EFFECTS OF FOREIGN DIRECT INVESTMENTS ON SERBIAN EXPORTERS' PROFITABILITY	Violeta Domanović Sandra Stojadinović Jovanović	University of Kragujevac, Faculty of Economics, Serbia University of Belgrade, Faculty of Economics, Serbia
8.	PUBLIC REVENUES IN THE BULGARIAN AND THE EUROPEAN ECONOMY – DYNAMICS, TRENDS AND MAIN CHALLENGES	Tanya Plamenova Todorova	D. A. Tsenov Academy of Economics, Svishtov, Bulgaria
9.	PUBLIC DEBT RISK MANAGING IN THE REPUBLIC OF MACEDONIA	Blagoj Gorgievski Magdalena Stankovska	State University "St. Kliment O hridski", Bitola, Faculty of Law, Macedonia
10.	EFFECT OF THE NATIONAL DEBT ON ECONOMIC DEVELOPMENT	Pero Petrović Milenko Dželetović	Institute of International Politics and Economy, Serbia University Educons, Novi Sad, Serbia
11.	FINANCIAL IMPLICATIONS OF VALUE IMAGE OF COUNTRY OF ORIGIN ON THE DEVELOPMENT OF THE NATIONAL ECONOMY	Predrag Mlinarević Zvezdana Gavrilović Borka Popović	University of East Sarajevo, Faculty of Economics, BiH University in East Sarajevo, Faculty of Business Economics, BiH University of East Sarajevo, Faculty of Economics, BiH
12.	KEY POLICY RATE AS THE MAIN OR ADDITIONAL INSTRUMENT OF INFLATION TARGETING STRATEGY IN SERBIA	Srđan Furtula Milan Kostić	University of Kragujevac, Faculty of Economics, Serbia
13.	THE ROLE OF DEPOSIT FINANCIAL INSTITUTIONS IN THE DEVELOPMENT OF REAL SECTOR IN THE REPUBLIC OF SRPSKA	Vitomir Starčević Slobodan Subotić Irena Đalić	University of East Sarajevo, Faculty of Business Economics Bijeljina, Republic of Srpska, BiH University of East Sarajevo, Faculty of Transport and Traffic Engineering Doboj, Republic of Srpska, BiH
14.	FISCAL STRESS ANALYSIS IN SERBIA	Jadranka Đurović- Todorović Marina Đorđević Marija Vuković	University of Niš, Faculty of Economics, Serbia
15.	TAX AUDIT AS AN IMPORTANT FACTOR IN COMBATING TAX EVASION	Miodrag Todorovic Ivan Stanković Samir Ljajić	Tax Administration, Office Leskovac, Serbia International University Novi Pazar, Serbia
16.	THE FIRST STEPS TOWARD THE BANKING UNION'S IMPLEMENTATION AND EFFECTS ON THE EUROZONE BANKING SECTOR	Silvia Kirova	UNWE, Sofia, Bulgaria
17.	PAYOUT POLICY, SHARE REPURCHASE AND SIGNALING EFFECT – ANALYZING DATA OF ALL SUCCESSFUL SHARE REPURCHASE AT CAPITAL MARKET OF REPUBLIC OF SERBIA FROM 2011. TO 2014. YEAR	Ivana Avramović	University of Niš, Faculty of Economics, Serbia
18.	STOCK EXCHANGE DEVELOPMENT IN SELECTED DANUBE- REGION EU MEMBER STATES	Julia Stefanova Zachary Wenner	Economic Research Institute at the Bulgarian Academy of Sciences, Bulgaria Fulbright Commission, Bulgaria
19.	IMPACT OF THE BUSINESS SOPHISTICATION INDICATORS ON THE REAL ECONOMIC INDICATORS	Goran Balotić Slađana Paunović Jelena Mičić	University of East Sarajevo, Faculty of Economics, BiH
20.	OFFICIAL CURRENCY AND ALTERNATIVE CURRENCIES	Velimir Lukić Aleksandar Živković	University of Belgrade, Faculty of Economics, Serbia
21.	SOME DETERMINANTS OF THE PUBLIC-PRIVATE PARTNERSHIP ENABLING ENVIRONMENT IN THE WESTERN BALKAN	Sladjana Sredojevic	Association of Serbian Banks, Serbia
22.	CLUSTER DEVELOPMENT IN THE REPUBLIC OF BULGARIA	Mariana Kuzmanova	UNWE, Sofia, Bulgaria
23.	PROBLEMS OF INTELLECTUAL RIGHTS CUSTOMS PROTECTION UNDER THE CONDITIONS OF INTERNATIONAL ECONOMIC INTEGRATION AS ILLUSTRATED BY THE EURASIAN ECONOMIC UNION	Olga Vladimirovna Shishkina Aleksai Mikhailovich Sorokin Elena Borisovna Gayko	Russian Customs Academy, Russia
24.	FOODSTUFF: STRUCTURE, QUALITY AND CLASSIFICATION IN INTERNATIONAL TRADE	Elena Andreeva Miroslav Djordjevic Petr Gayko	Russian Customs Academy, Russia
25.	THE REPUBLIC OF SERBIA IN THE REGION: ANALYSIS OF SOCIO-ECONOMIC PERFORMANCES	Svetlana Popović Emilija Manić Đorđe Mitrović	University of Belgrade, Faculty of Economics, Serbia

SESSION 2 CONFERENCE ROOM B (sala 5)

Session Chair: Biljana Đorđević, Ata Kahveci

POSSIBILITIES FOR THE IMPROVEMENT AT AN ENTERPRISE LEVEL

	TITLE OF THE PAPER	Author(s)	Affiliation
26.	HOLOCRACY - THE NEW MANAGEMENT SYSTEM	Nevena Krasulja Ivana Radojević Dragan Janjušić	Union University, Faculty of Business Studies and Law, Belgrade, Serbia, Metropolitan University, Faculty of Management, Belgrade, Serbia College of Professional Studies in Management and Business Communication, Sremski Karlovci, Serbia
27.	DOWNSIZING - AN EXIT STRATEGY FROM THE CRISIS?	Miladin Jovičić Milena Mirković	University of East Sarajevo, Faculty of Business Economy Bijeljina, BIH University of East Sarajevo, Faculty of Education in Bijeljina, BIH
28.	EVALUATION OF STRATEGIC POTENTIAL FOR ELECTRONIC BUSINESS IMPLEMENTATION	Slavoljub Milovanović Aleksandra Stoilković Randelović	University of Niš, Faculty of Economics, Serbia
29.	STRATEGIC PLANNING – BLIND FOLLOWERS VS. CRITICAL THINKING	Ivaylo Dargov	UNWE, Sofia, Bulgaria
30.	TRENDS IN BUSINESS MANAGEMENT EDUCATION	Javed Yousaf	Hailey College of Commerce, Lahore, Pakistan
31.	MAJOR ASPECTS OF ASSET QUALITY REVIEW PROCESS IN EUROPEAN UNION AND SERBIA	Vladimir Mirković Branislav Dudić Zdenka Dudić	Economists Association of Belgrade, Serbia Comenius University in Bratislava, Faculty of Management, Slovakia University of Novi Sad, Faculty of Technical Sciences, Serbia
32.	MODELING OF ECONOMIC PROCESSES OF THE COMPANY'S OPERATION IN MODERN CONDITIONS	Dmitriy Zerkin Liudmila Velikova	Russian Customs Academy, Russia
33.	LOGISTIC CENTER PIROT – EURO ASIAN INTERMODAL TRANSPORT NODE	Dragan Kostic Aleksandar Simonovic Vladan Stojanović	Free Zone Piro, Serbia
34.	MANAGING LOGISTICS PROBLEMS THROUGH USAGE OF INTEGRATED SYSTEM	Petko A. Naydenov	Technical University of Gabrovo, Bulgaria
35.	EFFECTS OF LEAN TOOLS IN ACHIEVING LEAN WAREHOUSING	Aleksandra Anđelković Marija Radosavljević Danijela Stošić	University of Niš, Faculty of Economics, Serbia
36.	ACHIEVING SUSTAINABILITY OF ENTERPRISES THROUGH FINANCIAL FORECASTING	Nataliia Parkhomenko	East Ukrainian Volodymyr Dahl National University, Faculty of Economic and Management Severodonetsk, Ukraine
37.	MECHANISMS AND MEASURES FOR STOPPING THE NEGATIVE TRENDS IN EXTERNAL AND INTERNAL MIGRATION IN THE REPUBLIC OF SERBIA	Biljana Đorđević Maja Ivanović-Đukić Sandra Milanović	University of Niš, Faculty of Economics, Serbia
38.	THE PRACTICE OF EMPLOYEES' TRAINING IN SERBIA BASED ON CRANET RESEARCH	Nemanja Berber Agneš Slavić	University of Novi Sad, Faculty of Economics Subotica, Serbia
39.	HUMAN CAPITAL AND ECONOMIC GROWTH – THEORETICAL AND EMPIRICAL RESEARCH	Bojan Vračarević	University of Belgrade, Faculty of Geography, Serbia
40.	GREEN HUMAN RESOURCE MANAGEMENT: ORGANIZATIONAL READINESS FOR SUSTAINABILITY	Nemanja Berber Marko Aleksić	University of Novi Sad, Faculty of Economics Subotica, Serbia
41.	FORECASTING AND PLANNING FUTURE HUMAN RESOURCES DEMAND	Tsanka Zlateva-Petkova	Technical University of Gabrovo, Bulgaria
42.	A PROPOSAL FOR RESEARCH FRAMEWORK BASED ON THE THEORETICAL ANALYSIS AND PRACTICAL APPLICATION OF MLQ QUESTIONNAIRE	Maja Strugar Jelača Radmila Bjekić Bojan Leković	University of Novi Sad, Faculty of Economics Subotica, Serbia
43.	THE RELATIONSHIP BETWEEN JOB SATISFACTION AND EMPLOYEE ENGAGEMENT	Anton Vorina Miro Simonič Maria Vlasova	Economics Higher School Celje, Slovenia Faculty of Commercial and Business Sciences, Slovenia Russian Customs Academy, Russia
44.	INTEGRATED MARKETING COMMUNICATIONS AT DIFFERENT STAGES OF THE PRODUCT LIFE CYCLE IN THE CONTEXT OF BRAND MANAGEMENT	Penka Goranova Steliana Vasileva	D. A. Tsenov Academy of Economics, Svishtov, Bulgaria

45.	DISTRIBUTIVE SOLUTIONS OF CONTEMPORARY MARKETING REQUIREMENTS FOR THE INDUSTRIAL COMPANIES	Veryana T. Boeva	Technical University of Gabrovo, Bulgaria
46.	BRAND EVALUATION: A REVIEW OF INTERBRAND AND MILLWARD BROWN MODELS	Steliana Vasileva	D. A. Tsenov Academy of Economics, Svishtov, Bulgaria
47.	REGARDING THE CRITERIA FOR SELECTION AND ASSESSMENT OF SOFTWARE FOR ACCOUNTING AUTOMATION	Stefan Stefanov Vesela Bandakova	D. A. Tsenov Academy of Economics, Svishtov, Bulgaria University of Economics, Varna, Bulgaria
48.	FACTORING – THE MODERN WAY OF COMPANY FINANCING	Jana Beňušová Alena Antušáková	University of Žilina, Faculty of operation and economics of transport and communications, Department of communications, Slovakia
49.	THE INTERVENING ROLE OF COMPETITIVENESS ON THE RELATIONSHIP BETWEEN SUSTAINABILITY AND TOURISM PERFORMANCE: THE CASE OF EUROPEAN COUNTRIES	Kazim Develioğlu Mustafa Özyurt Kemal Kantarcı	Alanya Alaaddin Keykubat University, Faculty of Business, Alanya, Turkey Akdeniz University, Institute of Social Sciences, Antalya, Turkey Alanya Alaaddin Keykubat University, Faculty of Business, Alanya, Turkey
50.	DEVELOPMENT STRATEGIES IN TOURIST MANAGEMENT	Vidoje Stefanović	University of Niš, Faculty of Sciences and Mathematics, Serbia
51.	MARKET SEGEMENTATION CONGRESS TOURISM IN THE WORLD	Jovica Mojić Vukašin Šušić	University of Niš, Faculty of Economics, Serbia
52.	KNOWLEDGE AND ATTITUDES TO GREEN CONSUMPTION IN BULGARIA	Borislava Stoimenova	UNWE, Department of Marketing and Strategic Planning, Sofia, Bulgaria
53.	OVERVIEW AND CHARACTERISTICS OF TOURISM SEASONALITY IN OHRID (2007 – 2013)	Aleksandar Trajkov Jovanka Biljan Cvetko Andreeski	Faculty of Tourism and Hospitality Ohrid, Macedonia
54.	MEDICAL TOURISM DEVELOPMENT AND GOVERNMENT INCENTIVES IN TURKEY	Ercüment Okutmuş Ata Kahveci	Alanya Alaaddin Keykubat University, Faculty of Business, Antalya, Turkey Alanya Alaaddin Keykubat University, Institute of Social Sciences, Department of International Trade, Antalya, Turkey
55.	DENTAL TOURISM IN THE CONCEPT OF INTERNATIONAL SERVICE TRADE: NEW HORIZON FOR ECONOMY OF SERBIA	Ata Kahveci Paşa Mustafa Özyurt	Alanya Alaaddin Keykubat University, Institute of Social Sciences, Department of International Trade, Antalya, Turkey Akdeniz University, Institute of Social Sciences, Department of Tourism Management, Antalya, Turkey
56.	CULTURAL TOURISM - DEVELOPMENT, SCOPE AND PROSPECTS	Petya Ivanova	D. A. Tsenov Academy of Economics, Svishtov, Bulgaria

UNIVERSITY OF NIŠ - FACULTY OF ECONOMICS

Trg kralja Aleksandra Ujedinitelja 11

18000 Niš, SERBIA

Phone: +381 18 528 689, +381 18 528 601

Fax: +381 18 45 23 268; +381 18 45 23 859;

e-mail: ns2016@eknfak.ni.ac.rs

web: <http://www.eknfak.ni.ac.rs/ISC2016/index.html>