

**Dear Colleagues,**

**After double-anonymous reviews of your papers, we would like to inform you that the following papers are accepted for presentation in the International Scientific Conference (see Table below ).**

**As a condition for publication in the Conference Proceedings some papers should be corrected.**

**Only authors who have an obligation to correct their papers in accordance with the suggestion of reviewers will be notified by e-mail in the next few days.**

**Detailed program of the Conference will be posted on the website until 6. October 2010.**

**We are looking forward to seeing you in Niš!**

**Organizing Committee of the Conference**

**Drage kolege,**

**Nakon dvostruke anonimne recenzije Vaših radova, obaveštavamo Vas da su za saopštenje na Meunarodnoj naučnoj konferenciji prihvaćeni sledeći radovi (tabela dole).**

**Kao uslov za objavljivanje u Zborniku radova kod nekih radova se zahteva korekcija.**

**Samo autori koji imaju obaveznu korekciju prema sugestiji recenzenata biće obavešteni lično putem e-mail-a u narednih nekoliko dana.**

**Detaljan program Konferencije biće objavljen na web-strani do 6. Oktobra 2010.**

**Radujemo se Vašem dolasku u Niš!**

**Organizacioni odbor Konferencije**

**List of papers on the following pages – lista radova na sledećim stranicama:**

I	TITLE OF THE PAPER	Author(s)	Institution
	<b>Economic Policy – National and International Aspects</b>		
	THE NECESSITY OF REINDUSTRIALIZATION AND THE NEW INDUSTRIAL POLICY IN SERBIA	Mr Vladimir Mi i Mr Dalibor Mileti	<i>Faculty of Economics, Kragujevac Graduate School of Management and Business, Zaje ar</i>
	REGIONAL FRAME FOR SUSTAINABLE STRATEGY OF REINDUSTRIALIZATION	Prof. dr Sofija Adži	<i>Faculty of Economics, University of Novi Sad</i>
	EVALUATION BUSINESS PERFORMANCE TRADE IN SERBIA	Radojko Luki	<i>Faculty of Economics, University of Belgrade</i>
	BRANDING POLYCY IN THE WORLD ECONOMY	Assoc. Prof. Dr. Penka Goranova	<i>Tsenov Academy of Economics Svishtov</i>
	MARKET STATUS OF ORGANIC PRODUCTS IN THE COUNTRIES OF EUROPEAN UNION	Senior Ass. Prof. Zhivka Tananeva	<i>Tsenov Academy of Economics - Svishtov</i>
	SERBIA BEYOND CRISIS	Nemanja Gligorijevi Miloš Pavlovi	<i>Phd students, Faculty of Economics Niš</i>
	THE REFORM OF THE PENSION SYSTEMS WITH RESPECT TO THE REFORM IN SERBIA	Biljana Raki , Ph.D. Milena Ivkovi	<i>Faculty of Economics, Nis PhD Student</i>
	SEA AS A STRATEGICALLY TOOL FOR SUSTAINABLE POLICY DECISION MAKING IN THE EUROPEAN UNION	Marija Petrovic-Randjelovi Snezana Raduki	<i>Faculty of Economics, University of Nis</i>
	SERBIA AND EUROPEAN UNION: DIFFERENT THINGS ON MIND	Professor Emeritus, Djurica Acin Full professor, Stanislava Acin Sigulinski	<i>Educons University, Faculty for Business in Services, Sremska Kamenica Faculty of Economics, Subotica</i>
	THE IMPACT OF THE WORLD FINANCIAL CRISIS ON THE EU ECONOMY	Chief assistant professor, d-r Svetla Boneva	<i>UNWE– Sofia, Bulgaria, Department of International Economic Relations and Business</i>
	TRADE POLICY - INTERNATIONAL ASPECTS	Ph. D. Gordana Milovanovi	<i>The Faculty of Economics University of Kragujevac</i>
	INFLUENCE OF GLOBAL ECONOMIC CRISES ON DEMAND AND SUPPLIES IN WORLD TOURISM	PhD Žika Stojanovi	<i>High Business School Leskovac</i>
	IMPACT OF HUMAN RESOURCES ON ECONOMIC GROWTH AND DEVELOPMENT OF SERBIA	Pero Petrovi , Ph.D Aleksandar Živkovi , Ph.D	<i>Institute of International Politics and Economics, Belgrade Facultet of Economy, Belgrade</i>
	PUBLIC SERVICES FOR AGRICULTURE AS ORGANIZATIONAL AND INSTITUTIONAL MEASURES OF AGRARIAN POLICY	Snežana eki , Ph.D. Sonja Jovanovi , Ph.D.	<i>Univerzitet u Nišu, Ekonomski fakultet</i>
	COST OF DEFENSE IN THE REPUBLIC OF SERBIAN PUBLIC EXPENDITURE	Branko Tešanovi , Ph.D. M.Sc. Miloš Daši	<i>Military Academy, Serbia</i>
	MISSION AND GOALS OF CONTEMPORARY TOURISM DEVELOPMENT	Prof. dr Živorad Gligorijevi Jelena Stanojevi	<i>Faculty of Economics Nis student of doctoral studies</i>
	THE MACROECONOMIC ADJUSTMENT OF THE BULGARIAN ECONOMY TO THE GLOBAL CRISIS -- PROBLEMS AND PROSPECTS OF ANTI-CRISIS POLICIES	Dr.Tatiana Houbenova-Delissivkova	<i>Institute of Economics, Bulgarian academy of Sciences, Sofia, Bulgaria</i>
	THEORIES OF ECONOMIC AND TOURISM DEVELOPMENT – CHALLENGE OF 21 <sup>ST</sup> CENTURY	Prof. dr Živorad Gligorijevi Prof. dr Vidoje Stefanovi	<i>Ekonomski fakultet, Niš Prirodno matemati ki fakultet, Niš</i>
	GLOBAL TOURISM AS RESULT OF THE ECONOMIC SCIENCE AND PRACTICE EFFECT	Svetislav Milenkovi , Ph.D Mr Rada Mili evi Dipl. ecc Mira Proki	<i>Faculty of Economics Kragujevac, Serbia</i>
	THE IMPROVING COMPETITIVENESS OF INDUSTRY - FACTORS AND POLICIES	Prof. dr Slobodan Cvetanovi Hilmija Redži Enes Džemi	<i>Faculty of Economics Niš PhD student PhD student</i>

<b>II Financial Markets and Financial Institutions at the Beginning of the 21<sup>st</sup> Century</b>		
MUNICIPAL BONDS AND LOCAL ECONOMIC DEVELOPMENT IN SERBIA	Mr Irena Jankovi Mr Dejan Molnar	<i>Faculty of Economics, University of Belgrade</i>
BANKING SECTOR OF SERBIA PERFORMANCES-EMPIRICAL ANALYSIS	Asistent, Milivoje Davidovi Docent, Vera Zelenovi	<i>The Faculty of Economics in Subotica, Republic of Serbia</i>
THE INFLUENCE OF THE REGIONAL EQUITY MARKETS ON EQUITY MARKET IN BOSNIA AND HERZEGOVINA	M.Sc. Eldin Dobardzi Alma Dobardzi	<i>State University in Novi Pazar, Department of Economics</i>
INVESTOR RELATIONS AS AN IMPULSE OF THE CAPITAL MARKET DEVELOPMENT	Bojana Krsmanovi	<i>Doctorate student at the Faculty of Economics Subotica</i>
CUSTOMER RELATIONSHIP MANAGEMENT IN BANKING SECTOR	Docent Vera Zelenovi Asistent Milivoje Davidovi Asistent Miloš Pjani	<i>The Faculty of Economics in Subotica, Republic of Serbia</i>
THE LEVEL OF REGRESSION IN THE SERBIAN TAX SYSTEM	Jadranka Djurovic-Todorovi , Ph.D. Marina Djordjevi , Ph.D.	<i>Faculty of Economics, University of Nis</i>
IMPROVEMENT OF THE COMPETITIVENESS OF BANKING SECTOR IN SERBIA	Lidija Barjaktarovi Ph.D Dejan Jemenica MSc	<i>Singidunum University, Belgrade Wiener Städtische osiguranje a.d.o. Belgrade</i>
SERBIAN CREDIT MARKET DURING AND AFTER THE STORM: COUSES AND REMEDIES	Prof. dr Srdjan Marinkovi	<i>Faculty of Economics Nis</i>
FINANCIAL CRISIS AND THE GROWTH MODEL IN SEE REGION	Mr Svetlana Popovi	<i>The Faculty of Economics, Belgrade University</i>
FUTURE GUIDELINES FOR INVESTING AND DEVELOPMENT OF CAPITAL MARKETS – TELECOMMUNICATION IN SERBIA AND NEIGHBORING COUNTRIES	Prof.dr Branka Paunovi	<i>Visoka poslovna škola strukovnih studija, Novi Sad</i>
MODERN SUPERVISORY MECHANISMS OF THE FINANCIAL MARKET IN THE EU	Chief Assistant Silviya Panteleeva, PhD	<i>"D. A. Tsenov" Academy of Economics in the town of Svishtov</i>
FROM FINANCIAL CRISIS TO THE REAL SECTOR CRISIS OR IN REVERSE ORDER	Mr Velimir Luki	<i>Faculty of Economics Belgrade, Serbia</i>
THE IMPACT OF INTEREST ON THE ECONOMY	Doc dr. Suad Beirovi Doc. dr. Šemsudin Plojovi Enis Ujkanovi dipl.ecc	<i>University of Novi Pazar, Serbia</i>

III	The Role of Management in Enhancing Enterprise Competitiveness		
	CRM CONCEPT FOCUSED ON CUSTOMER AND ENHANCING ENTERPRICE COMPETITIVENESS	M.Sc. in Management, Renata Amidži MSc Jelena Andrašić	<i>Republic Institute of Health Insurance, Serbia Faculty of economics in Subotica</i>
	MANAGING VALUE ORIENTED COMPANY IN CONTEMPORARY ENVIRONMENT	Mr Milan upi Mr Mirjana Todorovi	<i>Faculty of Economics, University of Kragujevac</i>
	GLOBAL COMPETITION AND TNC STRATEGY	Ljiljana Maksimovi , Ph.D. Gordana Radosavljevi , Ph.D. Gordana Marjanovi , Ph.D.	<i>Faculty of Economics, Kragujevac</i>
	CHALLENGES AND SPECIFICITIES OF STRATEGIC CONTROL IN MULTINATIONAL COMPANIES	Marija An elkovi Peši , Ph.D. Krsti Bojan, Ph.D.	<i>Faculty of Economics - Nis</i>
	STRATEGIC HUMAN RESOURCE MANAGEMENT AS THE SOURCE OF THE ORGANIZATIONS` COMPETITIVENESS	Biljana Djordjevi , Ph.D. Maja Djuki , Ph.D.	<i>The Faculty of Economics, Nis</i>
	INCORPORATING THE DIMENSIONS OF ENTERPRISE SUSTAINABLE DEVELOPMENT IN THE BALANCED SCORECARD MODEL	Bojan Krsti , Ph.D. Vladimir Ivanovi	<i>Faculty of Economics Nis</i>
	VALUE-BASED PRICING	Tatyana Netseva-Porcheva, Ph.D.	<i>University of National and World Economy, Bulgaria Department "Marketing and Strategic Planning"</i>
	THE ROLE OF MARKETING IN OVERCOMING OF CRISIS	Prof. dr Ljiljana Stankovi Ana Popovi	<i>Faculty of Economics Niš PhD Student</i>
	MANAGING MARKETING IN ECONOMIC CRISIS CONDITIONS	Prof.D-r Dusan Nikolovski	<i>PVU - Megjunaroden Slavjanski Institut "Gavrilo Romanovic Derzavin" – Sv.Nikole, R.Makedonija</i>
	QUALITY MANAGEMENT IN TERMS OF TRADE INTERNATIONALIZATION	Sreten uzovi , Ph.D. MsC Svetlana Sokolov-Mladenovi BsC or e uzovi	<i>Faculty of Economics Nis</i>
	<b>ISSUES IN ACCOUNTING</b>		
	ENVIRONMENTAL REPORTING – REGULATION AND DISCLOSURE PRACTICE	Prof. dr Jovan Krsti Maja Stojanovi	<i>Faculty of Economics Niš PhD Student</i>
	ANALYSIS OF DISCLOSURES OF ACCOUNTING POLICIES IN FINANCIAL STATEMENTS – CASE OF "Belex 15" COMPANIES	Goranka Kneževi , Ph D Vule Mizdrakovi	<i>Univerzitet "Singidunum", Beograd</i>
	THE COMPARATIVE ANALYSIS OF LEAN AND KAIZEN COST MANAGEMENT CONCEPTS	Prof. dr Blagoje Novicevi Danijela Jeleni	<i>Faculty of Economics, Nis Researcher - PhD candidate</i>
	COST MANAGEMENT IN NEW BUSINESS ENVIRONMENT – CHALLENGE FOR MANAGEMENT ACCOUNTING	Prof. dr Ljilja Anti Prof. dr Vesna Sekuli Marija Traj evski	<i>Faculty of Economics Leoni Wiring Systems Southeast d.o.o</i>
	THE ROLE OF ACCOUNTANCY IN THE MANAGEMENT OF COMPETITIVENESS OF THE COMPANIES	Associ. Professor Kameliya Savova, PhD	<i>UNWE, Sofia, Bulgaria</i>
	CHALLENGES FACING THEORY AND PRACTICE OF FINANCIAL REPORTING IN THE 21 <sup>ST</sup> CENTURY	Prof. dr Milorad Stojilkovi	<i>Faculty of Economics in Niš</i>

SPREAD AND IMPLEMENTATION OF MARGINAL PLAN COSTING SYSTEM IN SERBIAN COMPANIES	Vojislav Marjanovi , Ph.D. Danka Stefanovi	<i>Singidunum University, Belgrade, Serbia</i>
THE CHALLENGES OF FINANCIAL BUSINESS ANALYSIS – SCIENCE AND PRACTICE IN THE 21 <sup>st</sup> CENTURY	Ass. Prof. Dr., Marko Timchev	<i>University of National and World Economics, Accounting and Analysis Department, Bulgaria</i>
COMPETITIVENESS ANALYSIS ON THE GROUNDS OF INFORMATION FROM THE ANNUAL FINANCIAL STATEMENTS OF THE ENTERPRISE	Chief assistant Dr. Rositsa Ivanova	<i>University of National and World Economy, Sofia</i>
ACCOUNTING AND ANALYTICAL TOOLS IN ASSESSMENT OF SUSTAINABLE DEVELOPMENT	Anatoliy Belousov	<i>Stavropol state university, Stavropol, Russia</i>
THE ROLE OF INSTITUTIONS AND THEIR CONTRIBUTION TO FINANCIAL STATEMENTS QUALITY	Mr Sun ica Milutinovi	<i>University of Novi Sad, The Faculty of Economics Subotica</i>

<b>IV Contemporary Approaches in Social Sciences</b>		
IS ECONOMICS WORKED ITSELF UP TO THE STATE OF PLURALISM?	Assistant professor Slavica Mani , Ph.D.	<i>Faculty of Economics, Belgrade, Serbia</i>
SOCIAL ASPECTS OF CONTEMPORARY WORLD ECONOMIC CRISIS	Dr. Danilo Z. Markovi	<i>Serbian Education Academy Belgrade</i>
PUBLIC MANAGEMENT REFORM: ISSUES OF PUBLIC ACCOUNTABILITY	Prof. Dr Ljubinka Joksimovi	<i>Faculty of Economics, Belgrade, Serbia</i>
APPROACHES FOR DETERMINING CUSTOMER VALUE	Krasimir Marinov, PhD	<i>University of National and World Economy, Bulgaria</i>
EPISTEMOLOGICAL CHALLENGES OF THE ECONOMIC VIEWS	Dragan Petrovi , PhD	<i>Faculty of Economics, University of Niš</i>
THE „VOTE TRADING“ PHENOMENON IN BULGARIA	PhD Georgi Lyubenov Manolov	<i>Bulgaria</i>

<b>V New Developments in Informatics and Mathematics as a Support of Economic Science and Management</b>		
BENEFITS OF DATA INTEGRATION	Radmila Jovanovi , Ph.D.	<i>Faculty of Economics Nis, Serbia</i>
CLASSIFICATION OF ELECTRONIC MARKETS AND CRITERIA FOR CHOOSING ON-LINE EXCHANGES	Professor Slavoljub Milovanovi	<i>Faculty of Economics in Nis, Serbia</i>
NECESSITY OF USE OF HIGHER RANK MOMENTS (ASYMMETRY AND EXCESS COEFFICIENTS)	Assoc. Prof. Todor Kaloyanov, Ph.D	<i>UNWE, Sofia, Bulgaria, Dept. of Statistics and Econometrics</i>
DATA MINING AND SEGMENTATION OF TIME SERIES FOR KNOWLEDGE DISCOVERY	MA Marina Milanovi Milan Stamenkovi	<i>Faculty of Economics, University of Kragujevac</i>
MULTIVARIATE STATISTICAL METHODS IN FUNCTION OF IMPROVING MARKET RESEARCH RESULTS	Vera Djordjevi , Ph.D. Vinko Lepojevi , Ph.D. Vesna Jankovic-Mili , Ph.D.	<i>Faculty of Economics Nis, Serbia</i>
USING SOCIAL NETWORKS FOR INTERNET MARKETING	Suzana uki , Ph.D. Mr Jovica Stankovi	<i>Faculty of Economics Nis, Serbia</i>
THE DISTRIBUTION OF WEALTH OF 1000 WORLD RICHEST PEOPLE	Mr Ognjen Radovi Zoran Tomi	<i>Faculty of Economics Nis, Serbia</i>