

SESSION 5 ISSUES IN ACCOUNTING

CONFERENCE ROOM B (sala instituta)

Session Chair: Prof. dr Vesna Sekulić

	TITLE OF THE PAPER	Author(s)	Institution
1.	ENVIRONMENTAL REPORTING – REGULATION AND DISCLOSURE PRACTICE	Prof. dr Jovan Krstić Maja Stojanović	Faculty of Economics Niš, Serbia Ph.D. Student
2.	CHALLENGES FACING THEORY AND PRACTICE OF FINANCIAL REPORTING IN THE 21 ST CENTURY	Prof. dr Milorad Stojilković	Faculty of Economics in Niš, Serbia
3.	ACCOUNTING AND ANALYTICAL TOOLS IN ASSESSMENT OF SUSTAINABLE DEVELOPMENT	Anatoliy Belousov	Stavropol state university, Stavropol, Russia
4.	ANALYSIS OF DISCLOSURES OF ACCOUNTING POLICIES IN FINANCIAL STATEMENTS – CASE OF “Belex 15” COMPANIES	Goranka Knežević, Ph.D. Vule Mizdraković	Univerzitet “Singidunum”, Beograd, Serbia
5.	THE ROLE OF ACCOUNTANCY IN THE MANAGEMENT OF COMPETITIVENESS OF THE COMPANIES	Associ. Professor Kameliya Savova, Ph.D.	UNWE, Sofia, Bulgaria
6.	THE COMPARATIVE ANALYSIS OF LEAN AND KAIZEN COST MANAGEMENT CONCEPTS	Prof. dr Blagoje Novicević Danijela Jelenić	Faculty of Economics Niš, Serbia Researcher - Ph.D. candidate
7.	COST MANAGEMENT IN NEW BUSINESS ENVIRONMENT – CHALLENGE FOR MANAGEMENT ACCOUNTING	Prof. dr Ljilja Antić Prof. dr Vesna Sekulić Marija Trajčevski	Faculty of Economics Niš, Serbia Leoni Wiring Systems Southeast d.o.o
8.	SPREAD AND IMPLEMENTATION OF MARGINAL PLAN COSTING SYSTEM IN SERBIAN COMPANIES	Vojislav Marjanović, Ph.D. Danka Stefanović	Singidunum University, Belgrade, Serbia
9.	THE CHALLENGES OF FINANCIAL BUSINESS ANALYSIS – SCIENCE AND PRACTICE IN THE 21 ST CENTURY	Ass. Prof. Dr. Marko Timchev	University of National and World Economics, Accounting and Analysis Department, Bulgaria
10.	COMPETITIVENESS ANALYSIS ON THE GROUNDS OF INFORMATION FROM THE ANNUAL FINANCIAL STATEMENTS OF THE ENTERPRISE	Chief assistant Dr. Rositsa Ivanova	University of National and World Economy, Sofia
11.	THE ROLE OF INSTITUTIONS AND THEIR CONTRIBUTION TO FINANCIAL STATEMENTS QUALITY	Mr Sunčica Milutinović	University of Novi Sad, The Faculty of Economics Subotica, Serbia

SESSION 6 CONTEMPORARY APPROACHES IN SOCIAL SCIENCES

CONFERENCE ROOM F (sala B/S suterren)

Session Chair: Prof. dr Nataša Golubović

	TITLE OF THE PAPER	Author(s)	Institution
1.	SOCIAL ASPECTS OF CONTEMPORARY WORLD ECONOMIC CRISIS	Dr. Danilo Ž. Marković	Serbian Education Academy Belgrade, Serbia
2.	PUBLIC MANAGEMENT REFORM: ISSUES OF PUBLIC ACCOUNTABILITY	Prof. dr Ljubinka Joksimović	Faculty of Economics Belgrade, Serbia
3.	IS ECONOMICS WORKED ITSELF UP TO THE STATE OF PLURALISM?	Assistant professor Slavica Manić, Ph.D.	Faculty of Economics Belgrade, Serbia
4.	APPROACHES FOR DETERMINING CUSTOMER VALUE	Krasimir Marinov, Ph.D.	University of National and World Economy, Bulgaria
5.	THE „VOTE TRADING“ PHENOMENON IN BULGARIA	Georgi Lyubenov Manolov, Ph.D.	Bulgaria
6.	EPISTEMOLOGICAL CHALLENGES OF THE ECONOMIC VIEWS	Dragan Petrović, Ph.D.	Faculty of Economics Niš, Serbia

SESSION 7 NEW DEVELOPMENTS IN INFORMATICS AND MATHEMATICS AS A SUPPORT OF ECONOMIC SCIENCE AND MANAGEMENT

CONFERENCE ROOM G (sala 6/2 – II sprat)

Session Chair: Prof. dr Radmila Jovanović

	TITLE OF THE PAPER	Author(s)	Institution
1.	BENEFITS OF DATA INTEGRATION	Prof. dr Radmila Jovanović	Faculty of Economics Niš, Serbia
2.	CLASSIFICATION OF ELECTRONIC MARKETS AND CRITERIA FOR CHOOSING ON-LINE EXCHANGES	Prof. dr Slavoljub Milovanović	Faculty of Economics Niš, Serbia
3.	NECESSITY OF USE OF HIGHER RANK MOMENTS (ASYMMETRY AND EXCESS COEFFICIENTS)	Assoc. Prof. Todor Kaloyanov, Ph.D.	UNWE, Sofia, Bulgaria, Dept. of Statistics and Econometrics
4.	USING SOCIAL NETWORKS FOR INTERNET MARKETING	Suzana Đukić, Ph.D. Mr Jovica Stanković	Faculty of Economics Niš, Serbia
5.	MULTIVARIATE STATISTICAL METHODS IN FUNCTION OF IMPROVING MARKET RESEARCH RESULTS	Vera Djordjević, Ph.D. Vinko Lepojević, Ph.D. Vesna Janković-Milić, Ph.D.	Faculty of Economics Niš, Serbia
6.	DATA MINING AND SEGMENTATION OF TIME SERIES FOR KNOWLEDGE DISCOVERY	MA Marina Milanović Milan Stamenković	Faculty of Economics Kragujevac, Serbia
7.	THE DISTRIBUTION OF WEALTH OF 1000 WORLD RICHEST PEOPLE	Mr Ognjen Radović Zoran Tomić	Faculty of Economics Niš, Serbia Student



International Scientific Conference

THE CHALLENGES OF ECONOMIC SCIENCE AND PRACTICE IN THE 21ST CENTURY

Faculty of Economics Niš, October 14, 2010

PROGRAM OF THE CONFERENCE

09,00 - 10,30	Registration
10,30 - 13,00	Plenary Session
10,30 - 10,45	Welcome speeches Prof. dr Evica Petrović, Dean of the Faculty of Economics Niš Prof. dr Miroljub Grozdanović, Rector of the University of Niš
	KEY-NOTE SPEACHES
10,45 - 11,30	Prof. Dr. Janez Prašnikar, University of Ljubljana, Slovenia „THE ROLE OF INVESTMENT IN THE PROCESS OF RESTRUCTURING IN SLOVENIA IN THE PERIOD OF 1996-2000“ (co-author: Prof. dr Polona Domadenik, University of Ljubljana, Slovenia)
11,30 - 12,15	Prof. dr Dragan Đuričin, President of the Serbian Association of Economists, Serbia “ANTI-CRISIS PROGRAM AND SUSTAINABLE DEVELOPMENT: AN ECONOMIC PRACTITIONER’S PERSPECTIVE”
12,15 - 13,00	Prof. Dr. Axel Haller, University of Regensburg, Germany "FIVE YEARS OF IFRS EXPERIENCE IN THE EU - ACHIEVEMENTS AND CHALLENGES"
13,00 - 14,30	Lunch (Student-Club, ground floor)
14,30 - 17,30	PARALLEL SESSIONS
18,00	Dinner (Restaurant Nišlijska mehana – Teniski tereni, Jadranska b.b.)

PROGRAM OF THE PARALLEL SESSIONS 14,30–17,30

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

SESSION 1 ECONOMIC POLICY – NATIONAL AND INTERNATIONAL ASPECTS

CONFERENCE ROOM E (sala 3)

Session Chair: Prof. dr Biljana Rakić

	TITLE OF THE PAPER	Author(s)	Institution
1.	SERBIA AND EUROPEAN UNION: DIFFERENT THINGS ON MIND	Professor Emeritus, Durica Acin Full professor, Stanislava Acin Sigulinski	Educons University, Faculty for Business in Services, Sremska Kamenica, Serbia Faculty of Economics Subotica, Serbia
2.	BRANDING POLICY IN THE WORLD ECONOMY	Assoc. Prof. Dr. Penka Goranova	Tsenov Academy of Economics Svishtov, Bulgaria
3.	THE MACROECONOMIC ADJUSTMENT OF THE BULGARIAN ECONOMY TO THE GLOBAL CRISIS -- PROBLEMS AND PROSPECTS OF ANTI-CRISIS POLICIES	Dr.Tatiana Houbenova-Delissivkova	Institute of Economics, Bulgarian academy of Sciences, Sofia, Bulgaria
4.	THE IMPACT OF THE WORLD FINANCIAL CRISIS ON THE EU ECONOMY	Chief assistant professor, dr Svetla Boneva	UNWE– Sofia, Bulgaria, Department of International Economic Relations and Business
5.	THE REFORM OF THE PENSION SYSTEMS WITH RESPECT TO THE REFORM IN SERBIA	Biljana Rakić, Ph.D. Milena Ivković	Faculty of Economics Niš, Serbia Ph.D. Student
6.	IMPACT OF HUMAN RESOURCES ON ECONOMIC GROWTH AND DEVELOPMENT OF SERBIA	Pero Petrović, Ph.D. Aleksandar Živković, Ph.D.	Institute of International Politics and Economics, Belgrade, Serbia Faculty of Economics Belgrade, Serbia
7.	SEA AS A STRATEGICALLY TOOL FOR SUSTAINABLE POLICY DECISION MAKING IN THE EUROPEAN UNION	Marija Petrovic-Randjelović Snezana Radukić	Faculty of Economics Niš, Serbia
8.	COST OF DEFENSE IN THE REPUBLIC OF SERBIAN PUBLIC EXPENDITURE	Branko Tešanović, Ph.D. M.Sc. Miloš Dašić	Military Academy, Serbia
9.	SERBIA BEYOND CRISIS	Nemanja Gligorijević Miloš Pavlović	Ph.D. students, Faculty of Economics Niš, Serbia

SESSION 2 ECONOMIC POLICY – SECTORIAL ASPECTS

CONFERENCE ROOM D (sala 4)

Session Chair: Prof. dr Slobodan Cvetanović

	TITLE OF THE PAPER	Author(s)	Institution
1.	REGIONAL FRAME FOR SUSTAINABLE STRATEGY OF REINDUSTRIALIZATION	Prof. dr Sofija Adžić	Faculty of Economics, University of Novi Sad, Serbia
2.	THE IMPROVING COMPETITIVENESS OF INDUSTRY - FACTORS AND POLICIES	Prof. dr Slobodan Cvetanović Hilmija Redžić Enes Džemić	Faculty of Economics Niš, Serbia Ph.D. student Ph.D. student
3.	THE NECESSITY OF REINDUSTRIALIZATION AND THE NEW INDUSTRIAL POLICY IN SERBIA	Mr Vladimir Mičić Mr Dalibor Miletić	Faculty of Economics Kragujevac, Serbia Graduate School of Management and Business, Zaječar, Serbia
4.	TRADE POLICY - INTERNATIONAL ASPECTS	Gordana Milovanović, Ph.D.	Faculty of Economics Kragujevac, Serbia
5.	EVALUATION BUSINESS PERFORMANCE TRADE IN SERBIA	Prof. dr Radojko Lukić	Faculty of Economics Belgrade, Serbia
6.	MARKET STATUS OF ORGANIC PRODUCTS IN THE COUNTRIES OF EUROPEAN UNION	Senior Ass. Prof. Zhivka Tananeva	Tsenov Academy of Economics - Svishtov, Bulgaria
7.	PUBLIC SERVICES FOR AGRICULTURE AS ORGANIZATIONAL AND INSTITUTIONAL MEASURES OF AGRARIAN POLICY	Snežana Đekić, Ph.D. Sonja Jovanović, Ph.D.	Faculty of Economics Niš, Serbia
8.	THEORIES OF ECONOMIC AND TOURISM DEVELOPMENT – CHALLENGE OF 21 ST CENTURY	Prof. dr Živorad Gligorijević Prof. dr Vidoje Stefanović	Faculty of Economics Niš, Serbia Faculty of Science and Mathematics Niš, Serbia
9.	GLOBAL TOURISM AS RESULT OF THE ECONOMIC SCIENCE AND PRACTICE EFFECT	Svetislav Milenković, Ph.D. Mr Rada Miličević Dipl. ecc Mira Prokić	Faculty of Economics Kragujevac, Serbia
10.	MISSION AND GOALS OF CONTEMPORARY TOURISM DEVELOPMENT	Prof. dr Živorad Gligorijević Jelena Stanojević	Faculty of Economics Niš, Serbia Ph.D. student
11.	INFLUENCE OF GLOBAL ECONOMIC CRISES ON DEMAND AND SUPPLIES IN WORLD TOURISM	Žika Stojanović, Ph.D.	High Business School Leskovac, Serbia

SESSION 3 FINANCIAL MARKETS AND FINANCIAL INSTITUTIONS AT THE BEGINNING OF THE 21ST CENTURY

CONFERENCE ROOM C (sala 5)

Session Chair: Prof. dr Srdan Marinković

	TITLE OF THE PAPER	Author(s)	Institution
1.	MODERN SUPERVISORY MECHANISMS OF THE FINANCIAL MARKET IN THE EU	Chief Assistant Silviya Panteleeva, Ph.D.	"D. A. Tsenov" Academy of Economics in the town of Svishtov, Bulgaria
2.	SERBIAN CREDIT MARKET DURING AND AFTER THE STORM: COUSES AND REMEDIES	Prof. dr Srdan Marinković	Faculty of Economics Niš, Serbia
3.	THE LEVEL OF REGRESSION IN THE SERBIAN TAX SYSTEM	Jadranka Đurović-Todorović, Ph.D. Marina Đorđević, Ph.D.	Faculty of Economics Niš, Serbia
4.	FINANCIAL CRISIS AND THE GROWTH MODEL IN SEE REGION	Mr Svetlana Popović	Faculty of Economics Belgrade, Serbia
5.	IMPROVEMENT OF THE COMPETITIVENESS OF BANKING SECTOR IN SERBIA	Lidija Barjaktarović Ph.D. Dejan Ječmenica MSc	Singidunum University, Belgrade, Serbia Wiener Städtische osiguranje a.d.o. Belgrade, Serbia
6.	BANKING SECTOR OF SERBIA PERFORMANCES- EMPIRICAL ANALISIS	Asistent, Milivoje Davidović Docent, Vera Zelenović	Faculty of Economics Subotica, Serbia
7.	CUSTOMER RELATIONSHIP MANAGEMENT IN BANKING SECTOR	Docent Vera Zelenović Asistent Milivoje Davidović Asistent Miloš Pjanić	Faculty of Economics Subotica, Serbia
8.	FUTURE GUIDELINES FOR INVESTING AND DEVELOPMENT OF CAPITAL MARKETS - TELECOMMUNICATION IN SERBIA AND NEIGHBORING COUNTRIES	Prof.dr Branka Paunović	Higher School of Professional Business Studies, Serbia
9.	THE IMPACT OF INTEREST ON THE ECONOMY	Doc dr Suad Bećirović Doc. dr Šemsudin Plojović Enis Uikanović dipl.ecc	University of Novi Pazar, Serbia
10.	THE INFLUENCE OF THE REGIONAL EQUITY MARKETS ON EQUITY MARKET IN BOSNIA AND HERZEGOVINA	M.Sc. Eldin Dobardžić Alma Dobardžić	State University in Novi Pazar, Department of Economics, Serbia
11.	FROM FINANCIAL CRISIS TO THE REAL SECTOR CRISIS OR IN REVERSE ORDER	Mr Velimir Lukić	Faculty of Economics Belgrade, Serbia
12.	MUNICIPAL BONDS AND LOCAL ECONOMIC DEVELOPMENT IN SERBIA	Mr Irena Janković Mr Dejan Molnar	Faculty of Economics Belgrade, Serbia
13.	INVESTOR RELATIONS AS AN IMPULSE OF THE CAPITAL MARKET DEVELOPMENT	Bojana Krsmanović	Ph.D. student at The Faculty of Economics Subotica, Serbia

SESSION 4 THE ROLE OF MANAGEMENT IN ENHANCING ENTERPRISE COMPETITIVENESS

CONFERENCE ROOM A (sala za sednice)

Session Chair: Doc. dr Bojan Krstić

	TITLE OF THE PAPER	Author(s)	Institution
1.	THE ROLE OF MARKETING IN OVERCOMING OF CRISIS	Prof. dr Ljiljana Stanković Ana Popović	Faculty of Economics Niš, Serbia Ph.D. Student
2.	MANAGING MARKETING IN ECONOMIC CRISIS CONDITIONS	Prof.D-r Dusan Nikolovski	PVU - Megjumaroden Slavjanski Institut "Gavrilo Romanovic Dervavin" – Sv.Nikole, FYR Macedonia
3.	GLOBAL COMPETITION AND TNC STRATEGY	Ljiljana Maksimović, Ph.D. Gordana Radosavljević, Ph.D. Gordana Marjanović, Ph.D.	Faculty of Economics Kragujevac, Serbia
4.	QUALITY MANAGEMENT IN TERMS OF TRADE INTERNATIONALIZATION	Sreten Čuzović, Ph.D. MsC Svetlana Sokolov-Mladenović BSc Đorđe Čuzović	Faculty of Economics Niš, Serbia Faculty of Economics Niš, Serbia Ph.D. student
5.	STRATEGIC HUMAN RESOURCE MANAGEMENT AS THE SOURCE OF THE ORGANIZATIONS' COMPETITIVENESS	Biljana Djordjević, Ph.D. Maja Djukić, Ph.D.	The Faculty of Economics Niš, Serbia
6.	INCORPORATING THE DIMENSIONS OF ENTERPRISE SUSTAINABLE DEVELOPMENT IN THE BALANCED SCORECARD MODEL	Bojan Krstić, Ph.D. Vladimir Ivanović	Faculty of Economics Niš, Serbia Student of Master studies
7.	VALUE-BASED PRICING	Tatyana Netseva-Porcheva, Ph.D.	University of National and World Economy, Bulgaria Department "Marketing and Strategic Planning"
8.	CHALLENGES AND SPECIFICITIES OF STRATEGIC CONTROL IN MULTINATIONAL COMPANIES	Marija Anđelković Pešić, Ph.D. Krstić Bojan, Ph.D.	Faculty of Economics Niš, Serbia
9.	MANAGING VALUE ORIENTED COMPANY IN CONTEMPORARY ENVIRONMENT	Mr Milan Čupić Mr Mirjana Todorović	Faculty of Economics Kragujevac, Serbia
10.	CRM CONCEPT FOCUSED ON CUSTOMER AND ENHANCING ENTERPRICE COMPETITIVENESS	M.Sc. in Management, Renata Amidžić M.Sc. Jelena Andrašić	Republic Institute of Health Insurance, Serbia Faculty of Economics Subotica, Serbia