

50<sup>th</sup> INTERNATIONAL  
SCIENTIFIC CONFERENCE

**CONTEMPORARY ECONOMIC TRENDS:  
TECHNOLOGICAL DEVELOPMENT AND  
CHALLENGES OF COMPETITIVENESS**



**CONFERENCE PROGRAM**

18 October 2019

10.00 – 10.15	Opening ceremony - Welcome speeches <ul style="list-style-type: none"><li>• Dragan Antić, Rector of the University of Niš</li><li>• Tadija Đukić, Dean of the Faculty of Economics Niš</li><li>• Dragana Radenković Jocić, Vice-dean of the Faculty of Economics Niš</li></ul>
10.15 – 11.00	KEY-NOTE SPEECH <ul style="list-style-type: none"><li>• Pavle Petrović, profesor emeritus, predsednik Fiskalnog sveta</li></ul>
11.00 – 11.30	Coffee break
11.30 – 14.00	Presentation of the papers
14.15	Cocktail party

Organizers call upon all authors to confirm their presence to the Conference until 15th October 2019.

Registration fee:

80 € (VAT included)

40 € for PhD students

**PROGRAM OF THE PARALLEL SESSIONS**  
**11.30 - 14.00**

**SESSION 1**

**CONTEMPORARY TRENDS IN GLOBAL AND NATIONAL ECONOMIES  
AND FINANCIAL INSTITUTIONS**

Session Chair: Ivan Marković, Mirjana Jemović

	<b>TITLE OF THE PAPER</b>	<b>Author(s)</b>	<b>Affiliation</b>
1.	ULOGA DRŽAVE U PROMOVISANJU TEHNOLOŠKOG RAZVOJA	Slobodan Cvetanović	Ekonomski fakultet Univerziteta u Nišu
2.	ZAČARANI KRUG LIBERALIZMA I PROTEKCIONIZMA	Miloš Todorović Ivan Marković	Ekonomski fakultet Univerziteta u Nišu
3.	REGIONALNI RAZVOJ INDUSTRIJE U Funkciji UNAPREĐENJA KONKURENTNOSTI PRIVREDE REPUBLIKE SRBIJE	Živorad Gligorijević Aleksandar Manasijević	Ekonomski fakultet Univerziteta u Nišu
4.	FOREIGN DIRECT INVESTMENT PERSPECTIVES IN THE RENEWABLE ENERGY SECTOR IN THE DEVELOPED COUNTRIES WITH FOCUS ON THE REPUBLIC OF SERBIA	Marko Janačković Marija Petrović Randelović	University of Niš, Faculty of Economics
5.	ANALIZA PRIMENE TEHNIKA SPREČAVANJA PRANJA NOVCA I KORUPCIJE NA TERITORIJI GRADA KRAGUJEVCA	Dragomir Dimitrijević Milena Jevtić	Ekonomski fakultet Univerziteta u Kragujevcu Duga Color d.o.o.
6.	IMPACT OF TOURIST ARRIVALS REDUCTION ON THE TRAVEL SERVICES EXPORT IN MACEDONIA	Aleksandar Trajkov Jovanka Biljan	University "St. Kliment Ohridski" Bitola, Faculty of Tourism and Hospitality Ohrid, North Macedonia
7.	CAPITAL MARKETS COMPETITIVENESS OF THE REPUBLIC OF SRPSKA RELATING TO SELECTED COUNTRIES	Vitomir Starčević Slobodan Subotić Goran Mitrović	University of East Sarajevo, Faculty of Business Economics Bijeljina, Republic of Srpska, B&H, University of East Sarajevo, Faculty of Transportation Doboj, Republic of Srpska, B&H Drina Insurance a.d. Milici, Republic of Srpska, B&H,
8.	THE IV INDUSTRIAL REVOLUTION AND COMPETITIVENESS IN THE BANKING SECTOR	Svetlana Popović Irena Janković Velimir Lukić	University of Belgrade, Faculty of Economics
9.	OČEKIVANI UTICAJ HARMONIZACIJE NACIONALNIH SA EVROPSKIM PROPISIMA U OBLASTI AIF-OVA NA SEKTOR MSPP U REPUBLICI SRBIJI	Nevena Jolović	University of Novi Sad, Faculty of Economics Subotica
10.	CAN THE CORPORATE TAX COMPETITIVENESS BE IN THE FUNCTION OF ECONOMIC GROWTH?	Jadranka Đurović Todorović Marina Đorđević Milica Ristić	University of Niš, Faculty of Economics
11.	THE IMPACT OF CRYPTOCURRENCIES ON THE BANKING SECTOR	Mirjana Jemović Jelena Radojičić Aleksandra Đorđević	University of Niš, Faculty of Economics
12.	PRICE-SETTING STRATEGIES: SURVEY RESULTS FROM BULGARIA	Tatyna Netseva-Porcheva	University of National and World Economy, Department "Marketing and Strategic Planning", Sofia, Bulgaria
13.	TAXES ON INCOME AND ECONOMIC GROWTH	Tanya Plamenova Todorova	D. A. Tsenov Academy of Economics, Svishtov, Bulgaria

## SESSION 2

### ISSUES OF BUSINESS MANAGEMENT IN A MODERN ENVIRONMENT

Session Chair: Marija Radosavljević, Svetlana Sokolov Mladenović

	NAZIV RADA	Autor(i)	Institucija
14.	ENTREPRENEURIAL PROCESS AND ENTREPRENEURIAL MODEL – SOME THEORETICAL ASPECTS	Iskra Panteleeva	D. A. Tsenov Academy of Economics, Svishtov, Department of Industrial Business and Entrepreneurship, Bulgaria
15.	ODNOS KORPORATIVNE DRUŠTVENE ODGOVORNOSTI I ORGANIZACIONIH PERFORMANSI: PREDLOG ISTRAŽIVAČKOG OKVIRA	Nemanja Berber Marko Aleksić Agneš Slavić	Univerzitet u Novom Sadu, Ekonomski fakultet u Subotici
16.	THE POTENTIAL SOLUTIONS OF AGENCY PROBLEMS IN FIRMS: THE CHALLENGES OF BUSINESS MANAGEMENT	Bojan Krstić Miloš Petković Tamara Rađenović	University of Niš, Faculty of Economics Singidunum University, Faculty of Business Belgrade University of Niš, Faculty of Economics
17.	PRIMENA INFORMACIONE TEHNOLOGIJE I INTERNETA U PROCESU REGRUTOVANJA I SELEKCIJE KANDITATA	Biljana Đorđević Sandra Milanović	Ekonomski fakultet Univerziteta u Nišu
18.	KLJUČNE DIMENZIJE STRATEGIJE DIGITALNE TRANSFORMACIJE PREDUZEĆA	Suzana Stefanović	Ekonomski fakultet Univerziteta u Nišu
19.	BUSINESS PROCESS FLEXIBILITY: FACTORS AND TYPES OF FLEXIBILITY	Marija Radosavljević Gorica Bošković	University of Niš, Faculty of Economics
20.	ISTRAŽIVANJE ULOGE I ZNAČAJA OBUKA I RAZVOJA ZAPOSLENIH NA USPEH ORGANIZACIJE	Ivana Jolović	University of Novi Sad, Faculty of Economics Subotica
21.	MANAGERS' ROLE IN MATCHING PEOPLE AND ORGANIZATION	Snežana Bardarova Ivana Simić	Faculty of Tourism and Business Logistics, Goce Delčev University of Štip, North Macedonia University of Niš, Faculty of Economics
22.	ZNAČAJ AKTIVNOG STILA LIDERSTVA ZA INOVATIVNOST ORGANIZACIJE	Radmila Bjekić Maja Strugar Jelača Slobodan Marić	Univerzitet u Novom Sadu, Ekonomski fakultet u Subotici
23.	LEAN PRODUCTION: SUPPLIER RELATIONSHIP PERSPECTIVE	Danijela Stošić Panić Aleksandra Anđelković	University of Niš, Faculty of Economics
24.	PRIMENA MULTIKANALNE STRATEGIJE U SAVREMENOJ TEORIJI I PRAKSI TRGOVINE	Sreten Ćuzović Svetlana Sokolov Mladenović Vanja Vukojević	Ekonomski fakultet Univerziteta u Nišu
25.	MOTIVI I OGRANIČENJA POTROŠAČA U KUPOVINI ZELENIH PROIZVODA U SRBIJI	Jelena Stanković Suzana Đukić Vinko Lepojević	Ekonomski fakultet Univerziteta u Nišu
26.	OSOBENOSTI STRATEGIJE LUKSUZNIH BRENDOVA	Nikola Gluhović	University of East Sarajevo, Faculty of Economics, Republic of Srpska, Bosnia and Herzegovina
27.	THE IMPACT OF PROGRAM CHANGE, IN A PHARMACEUTICAL COMPANY, ON COMPETITIVENESS AND PROFITABILITY IN THE REPUBLIC OF SERBIA	Jelena Popović Stefanović	Singidunum University, Belgrade

## SESSION 3

### ACCOUNTING, INFORMATION AND QUANTITATIVE METHODS IN ECONOMICS

Session Chair: Ognjen Radović, Jelena Z. Stanković

	NAZIV RADA	Autor(i)	Institucija
28.	MEĐUNARODNO STANDARDIZOVANA ZNANJA PROFESIONALNIH RAČUNOVOĐA I DOSTIGNUTI NIVO U REPUBLICI SRBIJI	Blagoje Novičević	Ekonomski fakultet Univerziteta u Nišu
29.	KLJUČNI ASPEKTI RAČUNOVODSTVA STRANE VALUTE	Jasmina Bogičević Vesna Janjić	Ekonomski fakultet Univerziteta u Kragujevcu
30.	THE IMPACT OF MANAGEMENT ACCOUNTING DISCLOSURE ON CORPORATE GOVERNANCE EFFICIENCY	Vesna Sekulić Ljilja Antić Bojana Novičević Čečević	University of Niš, Faculty of Economics
31.	RAČUNOVODSTVENI ASPEKT REZERVISANJA ZA TROŠKOVE ZAPOSLENIH	Radmila Trklja Milan Trklja	Visoka ekonomska škola strukovnih studija Peć u Leposaviću Opština Smederevska Palanka
32.	RAČUNOVODSTVENI TRETMAN I UTICAJ NEMATERIJALNE AKTIVE NA KREIRANJE NOVČANIH TOKOVA	Amer Rastić Tadija Đukić Tatjana Stevanović	Ekonomski fakultet Univerziteta u Nišu
33.	ACCOUNTING TREATMENT OF PROPERTY PLANT AND EQUIPMENT BY IFRS AND US GAAP	Nastasja Stašević	University of Novi Sad, Faculty of Economics Subotica
34.	PRIMENA BALANCED SCORECARD-A U BANKARSKOM SEKTORU	Ljilja Antić Bojana Novičević Čečević Jovana Milenović	Ekonomski fakultet Univerziteta u Nišu
35.	IMPROVING AUDIT REPORTING FOR BETTER AUDITOR INTERACTION WITH CLIENTS AND STAKEHOLDERS	Ljiljana Bonić Dejan Jovanović Kristina Mijić	University of Niš, Faculty of Economics University of Kragujevac, Faculty of Economics University of Novi Sad, Faculty of Economics Subotica
36.	SPECIFICS OF IT AUDIT IN THE DIGITAL ERA	Tadija Đukić Biljana Jovković Milica Đorđević	University of Niš, Faculty of Economics University of Kragujevac, Faculty of Economics University of Niš, Faculty of Economics
37.	SPECIFIČNOSTI RAČUNOVODSTVENOG OBUHVATANJA NEMATERIJALNE IMOVINE U POSLOVNIM KOMBINACIJAMA	Jovana Stojanović	Ekonomski fakultet Univerziteta u Nišu
38.	VIŠEKRITERIJUMSKA OCENA DIGITALNE KONKURENTNOSTI ZEMALJA CENTRALNE I ISTOČNE EVROPE	Žarko Popović Jelena J. Stanković Ivana Marjanović	Ekonomski fakultet Univerziteta u Nišu
39.	EFFECTS OF APPLYING DIFFERENT RISK MEASURES ON THE OPTIMAL PORTFOLIO SELECTION: THE CASE OF THE BELGRADE STOCK EXCHANGE	Jelena Z. Stanković Evica Petrović Ksenija Denčić-Mihajlov	University of Niš, Faculty of Economics
40.	THE APPLICATION OF A CLUSTERING ALGORITHM ON THE FOREIGN EXCHANGE MARKET	Ognjen Radović Jovica Stanković Ivana Marković	University of Niš, Faculty of Economics
41.	MANAGEMENT INFORMATION SYSTEMS: SOCIO-TECHNOLOGICAL APPROACH	Slavoljub Milovanović	University of Niš, Faculty of Economics

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