

University of Niš, Faculty of Economics



INTERNATIONAL SCIENTIFIC CONFERENCE

EMERGING TRENDS IN GLOBAL AND NATIONAL ECONOMY

14 October 2021

10.00 – 10.15	Opening ceremony - Welcome speeches <ul style="list-style-type: none">• Tadija Đukić, Dean of the Faculty of Economics Niš• Vesna Lopičić, Vice-rector of the University of Niš
10.15 – 11.00	KEY-NOTE SPEECH <ul style="list-style-type: none">• Mike Danilovic, Ph.D., Professor of Industrial Management - Innovation and Technology Management, Halmstad University, SWEDEN
11.00 – 13.00	Presentation of the papers

INFORMATION

In accordance with the epidemiological situation, the Organizing Committee will allow participants both physical and ONLINE participation on the Conference.

Please, inform us whether You will participate ONLINE or physical.

The instructions for accessing the Zoom platform:

Topic: International Scientific Conference 2021

Time: Oct 14, 2021 10:00 AM Belgrade, Bratislava, Ljubljana

Join Zoom Meeting

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Passcode: ISC2021

We inform you that, due to the epidemiological situation, the Organizing Committee has made a decision to halve the amount of the registration fee:

- 40 € in dinar counter value on the day of payment
- for doctoral students 20 € in dinar counter value on the day of payment.

**PROGRAM
OF THE CONFERENCE
11.00 – 13.00**

I INCLUSIVE, SMART AND GREEN ECONOMIC RECOVERY

Topic:

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	TITLE OF THE PAPER	Author(s)	Affiliation
1.	FILOSOFSKO-RELIGIOZNA OSNOVA EKONOMIJE I DRUŠTVA (PHILOSOPHICAL-RELIGIOUS BASIS OF ECONOMY AND SOCIETY)	Miloš Todorović	University of Niš, Faculty of Economics, Serbia
		Ivan Marković	University of Niš, Faculty of Economics, Serbia
2.	STRATEGIC APPROACH TO STRUCTURAL ADJUSTMENT OF THE ECONOMY OF THE REPUBLIC OF SERBIA: TEN YEARS LATER	Živorad Gligorijević	University of Niš, Faculty of Economics, Serbia
		Enes Ćorović	State University of Novi Pazar, Serbia
3.	PAMETNA SPECIJALIZACIJA I PRIVREDNI RAZVOJ REPUBLIKE SRBIJE (SMART SPECIALIZATION AND ECONOMIC DEVELOPMENT OF THE REPUBLIC OF SERBIA)	Vladislav Marjanović	University of Niš, Faculty of Economics, Serbia
		Aleksandar Manasijević	PhD student, University of Niš, Faculty of Economics, Serbia
4.	APPLICATION OF THE CONCEPT OF PUBLIC GOVERNANCE: A NEW TREND IN PUBLIC POLICIES MAKING	Dragan Petrović	University of Niš, Faculty of Economics, Serbia
		Zoran Stefanović	University of Niš, Faculty of Economics, Serbia
5.	SOLVING GLOBAL ECONOMIC CHALLENGES USING THE CONCEPT OF PUBLIC-PRIVATE PARTNERSHIP	Aleksandar Đorđević	University of Niš, Faculty of Civil Engineering and Architecture, Serbia
		Biljana Rakić	University of Niš, Faculty of Economics, Serbia
6.	IMPACT OF ECONOMIC GROWTH ON GLOBAL COMPETITIVENESS	Slobodan Marić	University of Novi Sad, Faculty of Economics in Subotica, Serbia
		Marijana Rodić	University of Novi Sad, Faculty of Economics in Subotica, Serbia
		Maja Strugar Jelača	University of Novi Sad, Faculty of Economics in Subotica, Serbia
		Radmila Bjekić	University of Novi Sad, Faculty of Economics in Subotica, Serbia
7.	IMPROVING CORPORATE TAX INCENTIVES IN THE REPUBLIC OF SERBIA: MANAGING THE IMPACT AND MITIGATING THE CONSEQUENCES OF COVID-19	Jadranka Đurović Todorović	University of Niš, Faculty of Economics, Serbia
		Marina Đorđević	University of Niš, Faculty of Economics, Serbia
		Milica Ristić Cakić	Innovation Center, University of Niš, Serbia
8.	STRANE DIREKTNE INVESTICIJE I ŽENSKO PREDUZETNIŠTVO: PRIMER TURSKE (FOREIGN DIRECT INVESTMENT AND WOMEN'S ENTREPRENEURSHIP: THE EXAMPLE OF TURKEY)	Marija Petrović-Randelović	University of Niš, Faculty of Economics, Serbia
		Marko Janačković	Academy of Vocational Studies South Serbia, Leskovac, Serbia

9.	AKTUELNI TOKOVI U TRGOVINI U USLOVIMA PANDEMIJE COVID-19 (CURRENT FLOWS IN TRADE IN THE CONDITIONS OF THE COVID-19 PANDEMIC)	Sreten Ćuzović	University of Niš, Faculty of Economics, Serbia
		Svetlana Sokolov Mladenović	University of Niš, Faculty of Economics, Serbia
		Igor Mladenović	University of Niš, Faculty of Economics, Serbia
10.	NIVO KONCENTRACIJE PONUDE – SLUČAJ TRŽIŠTA MOBILNIH OPERATERA U REPUBLICI SRBIJI (LEVEL OF SUPPLY CONCENTRATION - THE CASE OF THE MOBILE OPERATORS MARKET IN THE REPUBLIC OF SERBIA)	Milan Veselinović	Kosovo and Metohija Academy of Applied Studies Peć – Leposavić, Serbia
		Snežana Radukić	University of Niš, Faculty of Economics, Serbia
		Nikola Milanović	Kosovo and Metohija Academy of Applied Studies Peć – Leposavić, Serbia
11.	EMERGING TRENDS IN GLOBAL AND NATIONAL ECONOMY: ELECTRIFICATION IN AUTOMOTIVE INDUSTRY	Gorica Bošković	University of Niš, Faculty of Economics, Serbia
		Marija Petrović-Randelović	University of Niš, Faculty of Economics, Serbia
		Aleksandar Manasijević	PhD student, University of Niš, Faculty of Economics, Serbia
12.	ASSESSMENT OF THE TAX BURDEN OF AGRICULTURAL ENTERPRISES IN RUSSIA	Ivanova Tatyana Yurievna	Ulyanovsk state university, Faculty of management in Ulyanovsk, Russia
		Golubeva Svetlana Alexandrovna	Ulyanovsk state university, Faculty of management in Ulyanovsk, Russia
13.	REFORM OF COMMON AGRICULTURAL POLICY 2021-2027	Tamara Stanković	PhD student, University of Niš, Faculty of Economics, Serbia
14.	IMPLEMENTACIJA GARANCIJE ZA MLADE U REPUBLICI SRBIJI I ODABRANIM ZEMLJAMA EU (IMPLEMENTATION OF YOUTH GUARANTEE IN THE REPUBLIC OF SERBIA AND SELECTED EU COUNTRIES)	Dejana Pavlović	Institute of Economic Sciences, Serbia
		Valentina Vukmirović	Institute of Economic Sciences, Serbia
		Anja Grujović	Center for Monetary and Financial Studies, Spain
15.	PRESENTATION OF THE STATE OF CROATIAN TOURISM IN THE CONDITIONS CAUSED BY COVID-19 PANDEMIC	Romina Alkier	Faculty of Tourism and Hospitality Management Opatija, University of Rijeka, Republic of Croatia
		Đorđe Mitrović	Faculty of Economics Belgrade, University of Belgrade, Serbia
		Vedran Milojica	PAR University College Rijeka, Republic of Croatia; Tourism and Hospitality Management Opatija, University of Rijeka, Republic of Croatia

II ECONOMICS, BUSINESS MANAGEMENT AND ENVIRONMENT

Topic:

Session 2 - International Scientific Conference 2021

Time: Oct 14, 2021 11:00 AM Belgrade, Bratislava, Ljubljana

Join Zoom Meeting

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Passcode: ISC2021

	TITLE OF THE PAPER	Author(s)	Affiliation
16.	THE RELATIONSHIP BETWEEN NATIONAL CULTURE AND INNOVATIVE ENTREPRENEURIAL ORIENTATION: AN ANALYSIS FOR THE SOUTHEAST EUROPEAN COUNTRIES	Renata Amidžić	Republic Fund of Health Insurance, Serbia
		Bojan Leković	University of Novi Sad, Faculty of Economics in Subotica, Serbia
		Tibor Fazekas	City administration - City of Subotica
		Milenko Matić	University of Novi Sad, Faculty of Economics in Subotica, Serbia
17.	THE INFLUENCE OF THE ORGANIZATIONAL CULTURE IN STRATEGIC TRANSFORMATION THROUGH M&A - CASE STUDY, FOOD INDUSTRY IN ROMANIA	Piper Cristina Ioana	Lucian Blaga University, Institute for Doctoral Studies, Romania

18.	POVEZANOST MENADŽMENTA LJUDSKIH RESURSA I LIDERSTVA U FUNKCIJI USPEHA SAVREMENIH ORGANIZACIJA (THE RELATIONSHIP BETWEEN HUMAN RESOURCES MANAGEMENT AND LEADERSHIP IN THE FUNCTION OF THE SUCCESS OF MODERN ORGANIZATIONS)	Nemanja Berber Agneš Slavić Marko Aleksić Dimitrije Gašić	University of Novi Sad, Faculty of Economics in Subotica, Serbia University of Novi Sad, Faculty of Economics in Subotica, Serbia University of Novi Sad, Faculty of Economics in Subotica, Serbia University of Novi Sad, Faculty of Economics in Subotica, Serbia
19.	THE ADVERTISING CAMPAIGN OF THE MODERN COMPANY	Penka Goranova	D. A. Tsenov Academy of Economics Svishtov, Bulgaria; St. Cyril and St. Methodius University of Veliko Turnovo, Bulgaria
20.	ISTRAŽIVANJE "LIČNOST" BRENDA KAO DETERMINANTA LOJALNOSTI POTROŠAČA MOBILNIH TELEFONA I AUTOMOBILA U REPUBLICI SRBIJI (THE INFLUENCE OF THE BRAND PERSONALITY ON THE BRAND LOYALTY OF MOBILE PHONES AND CARS IN THE REPUBLIC OF SERBIA)	Suzana Đukić Jelena Stanković	University of Niš, Faculty of Economics, Serbia PhD student, University of Niš, Faculty of Economics, Serbia
21.	THE BEHAVIOR OF THE CONSUMER IN THE PROCESS OF MAKING A DECISION TO PURCHASE AN IQOS DEVICE	Boycho Boychev	St. Cyril and St. Methodius University of Veliko Turnovo, Bulgaria
22.	THE DYNAMIC COMPETITIVENESS THROUGH THE THREE-DIMENSIONAL CONCURRENT ENGINEERING	Danijela Stošić Panić Aleksandra Anđelković	University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia
23.	UMREŽAVANJE KAO FAKTOR RAZVOJA SOCIJALNOG PREDUZETNIŠTVA (NETWORKING AS A FACTOR OF DEVELOPMENT OF SOCIAL ENTREPRENEURSHIP)	Suzana Stefanović Miljana Talić	University of Niš, Faculty of Economics, Serbia PhD student, University of Niš, Faculty of Economics, Serbia
24.	ZNAČAJ DRUŠTVENE ODGOVORNOSTI PREDUZEĆA U SAVREMENIM USLOVIMA POSLOVANJA (THE IMPORTANCE OF CORPORATE SOCIAL RESPONSIBILITY IN MODERN BUSINESS CONDITIONS)	Biljana Kovačević Živko Erceg Katarina Pavlović	Faculty of Business Economics, R.S., BiH Faculty of Transport and Traffic Engineering Doboј, R.S., BiH Faculty of Business Economics Bijeljina,
25.	CORPORATE SOCIAL RESPONSIBILITY IN COVID-19 ENVIRONMENT: EVIDENCE FROM SERBIA AND BULGARIA	Maja Ivanović-Đukić Andrey Zahariev Vinko Lepojević	University of Niš, Faculty of Economics, Serbia D. A. Tsenov Academy of Economics, Faculty of Finance, Svishtov, Bulgaria University of Niš, Faculty of Economics, Serbia
26.	SAVREMENI TRENDOVI NA TRŽIŠTU RADA: SLUČAJ INDUSTRIJSKE REVOLUCIJE 4.0 I VIRUSA COVID-19 (CONTEMPORARY TRENDS AT THE LABOUR MARKET: THE CASE OF INDUSTRIAL REVOLUTION 4.0 AND VIRUS COVID-19)	Marija Radosavljević Sandra Milanović	University of Niš, Faculty of Economics, Serbia Innovation Center, University of Niš, Serbia
27.	UTICAJ PANDEMIJE VIRUSA COVID-19 NA ZASTUPLJENOST RADA NA DALJINU KAO NESTANDARDNE FORME RADA (THE INFLUENCE OF THE COVID-19 VIRUS PANDEMIC ON THE REPRESENTATION OF REMOTE LABOR AS NON-STANDARD FORMS OF WORK)	Biljana Đorđević	University of Niš, Faculty of Economics, Serbia
28.	THE COVID – 19 CRISIS AS A GAME-CHANGING EVENT TOWARD SMES DIGITALIZATION	Meri Boshkoska Monika Angeloska – Dichovska Nikolche Jankulovski	Faculty of Economics Prilep, Republic of North Macedonia Faculty of Economics Prilep, Republic of North Macedonia Faculty of Biotechnical Sciences Bitola, Republic of North Macedonia
29.	SUPPLY CHAIN REDESIGN DURING THE COVID-19 CRISIS	Adrijana Jevtić Goran Milovanović Dejan Riznić	University of Belgrade, Technical faculty in Bor, Serbia University of Niš, Faculty of Economics, Serbia University of Belgrade, Technical faculty in Bor, Serbia

III FINANCE, ACCOUNTING AND QUANTITATIVE METHODS IN ECONOMICS

Topic: Session 3 - International Scientific Conference 2021
Time: Oct 14, 2021 11:00 AM Belgrade, Bratislava, Ljubljana

Join Zoom Meeting

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	TITLE OF THE PAPER	Author(s)	Affiliation
30.	WORKING CAPITAL MANAGEMENT AND FIRMS' PERFORMANCE IN EMERGING MARKETS IN THE CASE OF SELECTED BALKAN COUNTRIES	Aleksandar Naumoski	Ss. Cyril and Methodius University Skopje, Faculty of Economics Skopje, Republic of North Macedonia
		Sasho Arsov	Ss. Cyril and Methodius University Skopje, Faculty of Economics Skopje, Republic of North Macedonia
31.	INVESTING IN CRYPTOCURRENCIES: CASE STUDY	Anton Vorina	Vocational College of Economics, Celje, Slovenia
		Dejan Spasić Tina Ojsteršek	University of Nis, Faculty of Economics, Serbia Ljudska univerza Velenje, Velenje, Slovenia
32.	USVAJANJE DECENTRALIZOVANE KRIPTOVALUTE KAO INOVATIVNOG SREDSTVA PLAĆANJA U CILJU EKONOMSKOG RAZVOJA - NA PRIMERU DRŽAVE EL SALVADOR (ADOPTION OF DECENTRALIZED CRYPTOCURRENCY AS AN INNOVATIVE MEANS OF PAYMENT FOR THE PURPOSE OF ECONOMIC DEVELOPMENT - ON THE EXAMPLE OF EL SALVADOR)	Aleksandra Đorđević	PhD student, University of Niš, Faculty of Economics, Serbia
		Aleksandar Đorđević	PhD student, Belgorod state technological university (BSTU) named after V. G. Shukhov, Russia
		Viktorija N. Rjapuhina	Belgorod state technological university (BSTU) named after V. G. Shukhov, Russia
33.	VIŠEKRITERIJUMSKI PRISTUP OCENI FINANSIJSKE INKLUZIJE ZEMALJA EVROPE (MULTICRITERIA APPROACH TO EVALUATION OF FINANCIAL INCLUSION OF EUROPEAN COUNTRIES)	Žarko Popović	University of Niš, Faculty of Economics, Serbia
		Jelena J. Stanković Ivana Marjanović	University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia
34.	NEMATERIJALNA AKTIVA I POSLOVNO-FINANSIJSKE PERFORMANSE PREDUZEĆA (INTANGIBLE ASSETS AND BUSINESS - FINANCIAL PERFORMANCE OF THE COMPANY)	Tatjana Stevanović	University of Niš, Faculty of Economics, Serbia
		Maja Ivanović Đukić Amer Rastić	University of Niš, Faculty of Economics, Serbia PhD student, University of Niš, Faculty of Economics, Serbia
35.	CONVOLUTIONAL NEURAL NETWORKS IN PRICE FORECASTING	Marko Markić	OILAC Mostar, B&H
		Željko Požega	Faculty of Economics Josip Juraj Strossmayer, University in Osijek, Croatia
		Brano Markić	Faculty of Economics, University of Mostar, B&H
36.	IZMENJENA ULOGA RAČUNOVOĐA U SKLADU SA ZAHTEVIMA INDUSTRIJE 4.0 (CHANGED ROLE OF ACCOUNTANTS IN ACCORDANCE WITH REQUIREMENTS OF INDUSTRY 4.0)	Bojana Novičević Čečević	University of Niš, Faculty of Economics, Serbia
		Ljilja Antić	University of Niš, Faculty of Economics, Serbia
37.	DO AUDIT AND ACCOUNTING PRACTICES MATTER FOR GREENFIELD FDI INFLOWS?	Jovana Stojanović	PhD student, University of Niš, Faculty of Economics, Serbia
		Bojan Srbinoski	Economic Research and Policy Institute - Finance Think, Skopje, Republic of North Macedonia
		Ksenija Denčić-Mihajlov	University of Niš, Faculty of Economics, Serbia
38.	ZNAČAJ TESTIRANJA SOFTVERA U PROCESU RAZVOJA SOFTVERA (THE IMPORTANCE OF SOFTWARE TESTING IN THE SOFTWARE DEVELOPMENT PROCESS)	Jovica Stanković	University of Niš, Faculty of Economics, Serbia
		Slavoljub Milovanović	University of Niš, Faculty of Economics, Serbia

UNIVERSITY OF NIŠ, FACULTY OF ECONOMICS

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