

University of Niš, Faculty of Economics



INTERNATIONAL SCIENTIFIC CONFERENCE

SMART AND SUSTAINABLE ECONOMY: TRENDS AND PERSPECTIVES

13 October 2023

10.00 – 10.10	Opening ceremony - Welcome speeches <ul style="list-style-type: none">Tadija Đukić, Dean of the Faculty of Economics Niš
10.10 – 10.30	KEY-NOTE SPEECH <ul style="list-style-type: none">Dragijana Radonjić Petrović, Vice-president of the Serbian Association of Economists
10.30 – 12.30	Presentation of the papers <ul style="list-style-type: none">SESSION 1 - CONFERENCE ROOM ASESSION 2 - CONFERENCE ROOM BSESSION 3 - CONFERENCE ROOM 4SESSION 4 - CONFERENCE ROOM 5
13.30 – 14.30	Ceremonial academy on the occasion of the celebration of the 63 rd anniversary of the Faculty (Faculty Amphitheater)
15.00	Lunch

Organizers call upon all authors to confirm their presence to the Conference and to the lunch until 10th October 2023.

Registration fee:

80 € (VAT included)

40 € for PhD students

PROGRAM OF THE CONFERENCE

SESSION 1 - CONFERENCE ROOM A

Session Chairs: Žarko Popović, Snežana Radukić

	TITLE OF THE PAPER	Author(s)	Affiliation
1.	FUKOOVO KLATNO SVETSKE PRIVREDE (FOUCAULT'S PENDULUM OF THE WORLD ECONOMY)	Miloš Todorović Milan Kalinović Ivan Marković Aleksandra Đorđević	Univerzitet u Nišu, Ekonomski fakultet, Srbija Univerzitet u Nišu, Ekonomski fakultet, Srbija Univerzitet u Nišu, Ekonomski fakultet, Srbija Univerzitet u Beogradu, Ekonomski fakultet, Srbija
2.	CONCEPTUAL DIMENSION AND CURRENT ISSUES OF SUSTAINABLE DEVELOPMENT IN THE ECONOMY OF THE REPUBLIC OF SERBIA (KONCEPTUALNA DIMENZIJA I AKTUELNA PITANJA ODRŽIVOG RAZVOJA U PRIVREDI REPUBLIKE SRBIJE)	Dragan Petrović Zoran Stefanović	University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia

3.	URBAN SUSTAINABILITY IN SERBIA: SUSTAINABLE FOR WHOM? (ODRŽIVI URBANI RAZVOJ U SRBIJI: ODRŽIV ZA KOGA?)	Danica Đurkin Sandra Vukašinović	University of Belgrade, Faculty of Geography, Serbia University of Belgrade, Faculty of Geography, Serbia
4.	CHARTING THE PATH TO ENVIRONMENTAL SUSTAINABILITY IN SERBIA: CHALLENGES, PROGRESS, AND PROSPECTS (PUT KA ODRŽIVOSTI ŽIVOTNE SREDINE U SRBIJI: IZAZOVI, NAPREDAK I PERSPEKTIVE)	Simona Muratori Žarko Popović Jelena J. Stanković Ivana Marjanović	Poliedra - Politecnico di Milano, Italy University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia
5.	MULTI-AGENT MODELI BLOKCHAIN TEHNOLOGIJE U PAMETNIM GRADOVIMA (A MULTI-AGENT SYSTEM BLOCKCHAIN FOR A SMART CITY)	Vesna Mladenović Jelena Radojičić Ognjen Radović	PhD student, University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia
6.	CLUSTERING EUROPEAN COUNTRIES ON ECONOMIC COMPONENT OF SUSTAINABLE DEVELOPMENT - AN EMPIRICAL ANALYSIS (GRUPISANJE EVROPSKIH ZEMALJA NA OSNOVU EKONOMSKE KOMPONENTE ODRŽIVOG RAZVOJA - EMPIRIJSKA ANALIZA)	Aleksandra Radić Danijela Voza Milovan Vuković	University of Belgrade, Technical faculty in Bor, Engineering management department, Serbia University of Belgrade, Technical faculty in Bor, Engineering management department, Serbia University of Belgrade, Technical faculty in Bor, Engineering management department, Serbia
7.	ODRŽIVOST KAO STRATEŠKA ORIJENTACIJA MALOPRODAJE (SUSTAINABILITY AS A STRATEGIC ORIENTATION OF RETAIL)	Svetlana Sokolov Mladenović Marija Đurković	Univerzitet u Nišu, Ekonomski fakultet, Srbija Student doktorskih studija, Univerzitet u Nišu, Ekonomski fakultet, Srbija
8.	ODRŽIVI RAZVOJ GRAĐEVINSKE INDUSTRIJE U USLOVIMA EKOLOŠKE KRIZE (SUSTAINABLE DEVELOPMENT OF THE CONSTRUCTION INDUSTRY UNDER THE CONDITIONS OF THE ENVIRONMENTAL CRISIS)	Marija Petrović Randelović Sonja Jovanović Snežana Radukić	Univerzitet u Nišu, Ekonomski fakultet, Srbija Univerzitet u Nišu, Ekonomski fakultet, Srbija Univerzitet u Nišu, Ekonomski fakultet, Srbija
9.	UNAPREĐENJE OSNOVA ZAKONSKOG UREĐIVANJA PRIVREDNIH DELATNOSTI PRIVREDNIH SUBJEKATA U PERIODU NEOINDUSTRIJALIZACIJE (IMPROVING THE BASIS FOR LEGAL REGULATION OF BUSINESS ENTITIES ACTIVITIES IN THE PERIOD OF NEO-INDUSTRIALIZATION)	Viktorija Nikolajevna Rjapuhina Aleksandar Đorđević Jurij Anatolevič Dorošenko	Belgorodski državni tehnološki Univerzitet. V. G. Šuhov, Rusija, PhD student, Belgorodski državni tehnološki Univerzitet. V. G. Šuhov, Rusija, Belgorodski državni tehnološki Univerzitet. V. G. Šuhov, Rusija,
10.	DISTRIBUCIJA GASA IZ RUSKE FEDERACIJE - ODNOSI SA EU I NR KINOM (GAS DISTRIBUTION FROM THE RUSSIAN FEDERATION - RELATIONS WITH THE EU AND THE PR OF CHINA)	Milan Veselinović Gabrijela Mitić Alaksandar Radović	Akademija strukovnih studija kosovskometohijska, Srbija Visoka škola za kriminalistiku i bezbednost, Srbija Akademija strukovnih studija kosovskometohijska, Srbija

SESSION 2 - CONFERENCE ROOM B

Session Chairs: Marina Đorđević, Sonja Jovanović

	TITLE OF THE PAPER	Author(s)	Affiliation
11.	DVOSMERNI KAUZALNOST IZMEĐU RASHODA ZA ISTRAŽIVANJE I RAZVOJ I EKONOMSKOG RAZVOJA: SLUČAJ SRBIJE (BIDIRECTIONAL CAUSALITY BETWEEN R&D EXPENDITURES AND ECONOMIC DEVELOPMENT: THE CASE OF SERBIA)	Branimir Kalaš Vera Mirović Milica Indić	University of Novi Sad, Faculty of Economics in Subotica, Serbia University of Novi Sad, Faculty of Economics in Subotica, Serbia
12.	WHAT CAUSES THE VAT GAP? EVIDENCE FROM SERBIA (ŠTA UZROKUJE PDV JAZ? DOKAZI IZ SRBIJE)	Jadranka Đurović Todorović Marina Đorđević Milica Ristić Cakić	University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia
13.	DETERMINANTS OF PUBLIC DEBT - THE CASE OF THE BALKAN COUNTRIES (DETERMINANTE JAVNOG DUGA – SLUČAJ BALKANSKIH ZEMALJA)	Miloš Đaković Miloš Pjanić Nada Milenković	Univerzitet u Novom Sadu, Ekonomski fakultet u Novom Sadu, Srbija Univerzitet u Novom Sadu, Ekonomski fakultet u Novom Sadu, Srbija Univerzitet u Novom Sadu, Ekonomski fakultet u Novom Sadu, Srbija
14.	THE SIGNIFICANCE OF STATE GRANTS FOR FINANCING LOCAL SELF - GOVERNMENTS FROM THE PELAGONIAN PLANNING REGION IN THE REPUBLIC OF NORTH MACEDONIA (ZNAČAJ DRŽAVNIH GRANTOVA ZA FINANSIRANJE LOKALNE SAMOUPRAVE IZ PELAGONSKOG PLANSKOG REGIONA U REPUBLICI SEVERNOJ MAKEDONIJI)	Filip Taskovski	PhD Candidate, University "St. Kliment Ohridski" Bitola, Faculty of Economics Prilep, North Macedonia
15.	ISPITIVANJE ODNOSA NEZAPOSLENOSTI, INFLACIJE I PRIVREDNOG RASTA U BOSNI I HERCEGOVINI (EXAMINATION OF THE RELATIONSHIP OF UNEMPLOYMENT, INFLATION AND ECONOMIC GROWTH IN BOSNIA AND HERZEGOVINA)	Suzana Cvijanović Vitimir Starčević Biljana Stanivuk	Univerzitet u Istočnom Sarajevu, Fakultet poslovne ekonomije Bijeljina, Republika Srpska, BiH Univerzitet u Istočnom Sarajevu, Fakultet poslovne ekonomije Bijeljina, Republika Srpska, BiH Univerzitet u Istočnom Sarajevu, Fakultet poslovne ekonomije Bijeljina, Republika Srpska, BiH
16.	DESIGNATION OF GEOGRAPHICAL ORIGIN OF THE PRODUCT: CONCEPT, STRATEGY FOR IMPLEMENTATION AND SUSTAINABLE DEVELOPMENT (OZNAKA GEOGRAFSKOG POREKLA PROIZVODA: KONCEPT, STRATEGIJA ZA IMPLEMENTACIJU I ODRŽIVI RAZVOJ)	Živorad Gligorijević Aleksandar Manasijević	Univerzitet u Nišu, Ekonomski fakultet, Srbija Student doktorskih studija, Univerzitet u Nišu, Ekonomski fakultet, Srbija

17.	NATURAL RESOURCES MANAGEMENT IN FUNCTION SUSTAINABLE DEVELOPMENT OF THE INDUSTRY (UPRAVLJANJE PRIRODNIH RESURSIMA U FUNKCIJI ODRŽIVOG RAZVOJA INDUSTRIJE)	Živorad Gligorijević Gorica Bošković	Univerzitet u Nišu, Ekonomski fakultet, Srbija Univerzitet u Nišu, Ekonomski fakultet, Srbija
18.	SUSTAINABLE TOURISM IN CITY HOTELS OF SOUTHEAST EUROPEAN COUNTRIES (ODRŽIVI TURIZAM U GRADSKIM HOTELIMA ZEMALJA JUGOISTOČNE EVROPE)	Sonja Jovanović Ivana Ilić	University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia
19.	TOURISM: AN ECONOMIC EVENT IN THE FUNCTION OF SUSTAINABLE DEVELOPMENT OF RURAL AREAS OF THE REPUBLIC OF SERBIA (TURIZAM: EKONOMSKA POJAVA U FUNKCIJI ODRŽIVOG RAZVOJA RURALNIH PODRUČJA REPUBLIKE SRBIJE)	Živorad Gligorijević Ivana Kostadinović	Univerzitet u Nišu, Ekonomski fakultet, Srbija Univerzitet u Nišu, Ekonomski fakultet, Srbija
20.	ODRŽIVI TURIZAM U RURALNIM PODRUČJIMA REPUBLIKE SRBIJE: POTENCIJALI I PERSPEKTIVE RAZVOJA (SUSTAINABLE TOURISM IN RURAL AREAS OF THE REPUBLIC OF SERBIA: POTENTIAL AND PROSPECTS OF DEVELOPMENT)	Stefan Orlović Kristina Petrović Aleksandar Manasijević	Student master studija, Univerzitet u Nišu, Ekonomski fakultet, Srbija Student doktorskih studija, Univerzitet u Nišu, Ekonomski fakultet, Srbija

SESSION 3 - CONFERENCE ROOM 4

Session Chairs: Marija Petrović Randelović, Jovica Stanković

	TITLE OF THE PAPER	Author(s)	Affiliation
21.	INNOVATION PERFORMANCES OF BALKAN COUNTRIES: A COMPARATIVE ANALYSIS USING GLOBAL INNOVATION INDEX AND EUROPEAN INNOVATION SCOREBOARD (INOVAZIONE PERFORMANSE BALKANSKIH ZEMALJA: KOMPARATIVNA ANALIZA KORIŠTENJEM GLOBALNOG INDEKSA INOVACIJA I EVROPSKE TABLE INOVACIJA)	Aleksandra Fedajev Marija Panić Milica Veličković	University of Belgrade, Technical faculty Bor, Serbia University of Belgrade, Technical faculty Bor, Serbia University of Belgrade, Technical faculty Bor, Serbia
22.	EKO-INOVACIJE U MALIM I SREDNJIM PREDUZEĆIMA: ANALIZA REGULATORNOG OKVIRA U REPUBLICI SRBIJI (ECO-INNOVATIONS IN SMALL AND MEDIUM-SIZED ENTERPRISES: ANALYSIS OF THE REGULATORY FRAMEWORK IN THE REPUBLIC OF SERBIA)	Miljana Talić Suzana Stefanović Anđela Milenković	Inovacioni centar Univerziteta u Nišu, Srbija Univerzitet u Nišu, Ekonomski fakultet, Srbija Inovacioni centar Univerziteta u Nišu, Srbija
23.	EDUCATION AND LABOR MARKET: THE CASE OF SERBIA AND NORTH MACEDONIA (OBRAZOVANJE I TRŽIŠTE RADA: SLUČAJ SRBIJE I SEVERNE MAKEDONIJE)	Aleksandar Trajkov Jovanka Biljan Marija Petrović Randelović	Faculty of Tourism and Hospitality Ohrid, North Macedonia Faculty of Tourism and Hospitality Ohrid, North Macedonia Univerzitet u Nišu, Ekonomski fakultet, Srbija
24.	THE INFLUENCE OF MODERN PROMOTIONAL ACTIVITIES ON THE VOLUME OF SALES OF FINANCIAL COMPANIES IN THE REPUBLIC OF NORTH MACEDONIA (THE INFLUENCE OF MODERN PROMOTIONAL ACTIVITIES ON THE VOLUME OF SALES OF FINANCIAL COMPANIES IN THE REPUBLIC OF NORTH MACEDONIA)	Juliana Siljanoska Filip Taskovski Martin Gjorgjiev Nikola Marinoski	International Slavic University, "Gavrilo Romanovic-Derzhavin", Faculty of Economics and Organization of Entrepreneurship - Sveti Nikole, Bitola, North Macedonia PhD student, Faculty of Economics Prilep, UKLO - Bitola, North Macedonia PhD student, International Slavic University "Gavrilo Romanovich-Derzhavin", Sveti Nikole, Bitola, North Macedonia North Macedonia
25.	VEZA IZMEĐU TRANSFORMACIONOG LIDERSTVA, LMX TEORIJE I SATISFAKCIJE POSLOM (RELATIONSHIP BETWEEN TRANSFORMATIONAL LEADERSHIP, LMX THEORY AND JOB SATISFACTION)	Maja Strugar Jelača Radmila Bjekić Marko Aleksić Slobodan Marić	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
26.	ZNAČAJ USAVRŠAVANJA I OBUKE ZAPOSLENIH ZA UNAPREĐENJE ZRELOSTI PROCESNO ORIJENTISANE ORGANIZACIJE (THE IMPORTANCE OF EMPLOYEE DEVELOPMENT AND TRAINING FOR IMPROVING THE MATURITY OF A PROCESS-ORIENTED ORGANIZATION)	Katarina Božić	Fakultet poslovne ekonomije Bijeljina, Republika Srpska, BiH
27.	THE EFFECTS OF FLEXIBLE WORK ARRANGEMENTS ON THE WORK ENGAGEMENTS OF IT EMPLOYEES IN THE REPUBLIC OF SERBIA (EFEKTI FLEKSIBILNIH RADNIH ARANŽMANA NA RADNO ANGAŽOVANJE ZAPOSLENIH U IT SEKTORU U REPUBLICI SRBIJI)	Dimitrije Gašić Nemanja Berber Agneš Slavić Tamara Jevtić	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 Academy of Professional Studies Šabac, Serbia
28.	INNOVATION ACTIVITY AS A DETERMINANT OF HIGH-TECH SECTORS ECONOMIC PERFORMANCE IN SELECTED EU COUNTRIES (INOVAIONA AKTIVNOST KAO DETERMINANTA EKONOMSKIH PERFORMANSI VIDOKOTEHNOLOŠKIH SEKTORA U IZABRANIM ZEMLJAMA EU)	Marija Jovanović Bojan Krstić Maja Ivanović-Đukić	Innovation Center University of Niš, Serbia University of Nish, Faculty of Economics, Serbia University of Nish, Faculty of Economics, Serbia

29.	MANAGEMENT REPORTING IN THE ERA OF IT TOOLS APPLICATIONS (IZVEŠTAVANJE MENADŽMENTA U ERI PRIMENE IT ALATA)	Mirjana Todorović Milan Čupić	University of Kragujevac, Faculty of Economics, Serbia University of Kragujevac, Faculty of Economics, Serbia
30.	DIGITAL COMPETITIVENESS AND ICT ADOPTION IN FUNCTION OF SUSTAINABLE ECONOMIC GROWTH (DIGITALNA KONKURENTNOST I PRIMENA IKT U FUNKCIJI ODRŽIVOG EKONOMSKOG RASTA)	Jelena Živković Stefan Zdravković	PhD student, Institute for Information Technologies Kragujevac, University of Kragujevac, Serbia Faculty of Business and Law in Belgrade, University MB, Serbia
31.	PRIMENA VEŠTAČKE INTELIGENCIJE U PAMETNOJ LOGISTICI (ARTIFICIAL INTELLIGENCE APPLICATION IN SMART WAREHOUSING)	Jovica Stanković Slavoljub Milovanović Goran Milovanović	University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia
32.	THE TRADETECH – DIGITAL TRADE IN 21 ST CENTURY (DIGITALNA TRGOVINA U XXI VEKU)	Vesna Petrović	University of East Sarajevo, Faculty of Business Economics, BiH
33.	EMPOWERING EDUCATION WITH DIGITAL SKILLS: THE KEY TO SMART LEARNING (OSNAŽIVANJE OBRAZOVANJA DIGITALNIM VEŠTINAMA: KLJUČ ZA PAMETNO UČENJE)	Sandra Milanović Ljubiša Mičić	University of Niš, Faculty of Economics, Serbia University of Banja Luka, Faculty of Economics, Republic of Srpska, BiH

SESSION 4 - CONFERENCE ROOM 5

Session Chairs: Danijela Stošić Panić, Aleksandra Anđelković

	TITLE OF THE PAPER	Author(s)	Affiliation
34.	INSTITUTIONAL CONTEXT AND WOMEN'S ENTREPRENEURSHIP (INSTITUCIONALNI KONTEKST I PREDUZETNIČKA AKTIVNOST ŽENA)	Danijela Stošić Panić Aleksandra Anđelković	University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia
35.	IDENTIFICATION OF KEY WOMEN ENTREPRENEURS' PROBLEMS (IDENTIFIKACIJA KLJUČNIH PROBLEMA ŽENA PREDUZETNICA)	Marija Radosavljević Vesna Janković Milić	University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia
36.	QUALITY EDUCATION – SUSTAINABLE DEVELOPMENT GOAL IN EUROPEAN UNION AND REPUBLIC OF SERBIA (KVALITETNO OBRAZOVANJE KAO CILJ ODRŽIVOG RAZVOJA EVROPSKE UNIJE I REPUBLIKE SRBIJE)	Vesna Janković-Milić Ružica Petrović Biljana Brkić-Stojanović	University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia PhD student, University of Niš, Faculty of Economics, Serbia
37.	CONNECTIVITY AS A DIMENSION OF DIGITAL ECONOMY AND SOCIETY INDEX IN SERBIA AND SURROUNDING COUNTRIES (POVEZANOST KAO DIMENZIJA DESI INDEKSA U SRBIJI I ZEMLJAMA OKRUŽENJA)	Vinko Lepojević Gorica Bošković	University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia
38.	CONTRIBUTION OF LEAN PRODUCTION TO IMPROVEMENT OF BUSINESS PERFORMANCE IN SMEs (DOPRINOS LEAN PROIZVODNJE POBOLJŠANJU POSLOVNIH PERFORMANSI MALIH I SREDNJIH PREDUZEĆA)	Dina Živković Bojana Novičević Čečević	PhD student, University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia
39.	OBRAČUN TROŠKOVA PO AKTIVNOSTIMA KAO INFORMACIONA OSNOVA ZA UPRAVLJAJE MALIM I SREDNJIM PREDUZEĆIMA (ACTIVITY BASED COSTING AS AN INFORMATION BASE FOR MENAGING OF SMALL AND MEDIUM-SIZED ENTERPRISES)	Ljilja Antić Bojana Novičević Čečević	Univerzitet u Nišu, Ekonomski fakultet, Srbija Univerzitet u Nišu, Ekonomski fakultet, Srbija
40.	POTENCIJALI PRIMENE THROUGHPUT RAČUNOVODSTVA (THROUGHPUT ACCOUNTING APPLICATION POTENTIALS)	Aleksandra Arsenijević Ljilja Antić Tatjana Stevanović	Univerzitet u Nišu, Srbija Univerzitet u Nišu, Ekonomski fakultet, Srbija Univerzitet u Nišu, Ekonomski fakultet, Srbija
41.	PRIMENA EKOLOŠKOG UPRAVLJAČKOG RAČUNOVODSTVA U SVETU I SRBIJI (APPLICATION OF ENVIRONMENTAL MANAGEMENT ACCOUNTING IN THE WORLD AND SERBIA)	Adrijana Jevtić Tatjana Stevanović Ljilja Antić	Univerzitet u Beogradu, Tehnički fakultet u Boru, Srbija Univerzitet u Nišu, Ekonomski fakultet, Srbija Univerzitet u Nišu, Ekonomski fakultet, Srbija
42.	ANALIZA PERFORMANSI POSLOVANJA REVIZORSKIH FIRMI U REPUBLICI SRBIJI (ANALYSIS OF BUSINESS PERFORMANCE OF AUDIT FIRMS IN THE REPUBLIC OF SERBIA)	Ljiljana Bonić Jovana Milenović	Univerzitet u Nišu, Ekonomski fakultet, Srbija Univerzitet u Nišu, Ekonomski fakultet, Srbija
43.	TRENDS AND PERSPECTIVES IN RECOGNIZING CRYPTOCURRENCIES ACCORDING TO INTERNATIONAL ACCOUNTING REGULATION (TRENDOVI I PERSPEKTIVE U PRIZNAVANJU KRIPTOVALUTA PREMA MEĐUNARODNOJ RAČUNOVODSTVENOJ REGULATIVI)	Sunčica Milutinović Dragomir Dimitrijević	University of Novi Sad, Faculty of Economics in Subotica, Serbia University of Kragujevac, Faculty of Economics, Serbia
44.	DIVIDEND PAYOUT POLICY AND SUSTAINABILITY: THE CASE OF HIGH-TECH INDUSTRY (DIVIDENDNA POLITIKA I ODRŽIVOST: PRIMER HIGH-TECH KOMPANIJA)	Jelena Z. Stanković Ivana Marković Evica Petrović	University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia University of Niš, Faculty of Economics, Serbia

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