



International Scientific Conference

Challenges in Business and Economics: Growth, Competitiveness and Innovations

University of Niš, Faculty of Economics

16th October 2015

CONFERENCE PROGRAMME

09.00 – 10.00	Registration
10.00 – 10.30	Welcome speeches Jadranka Đurović Todorović, Dean of the Faculty of Economics Niš Dragan Antić, Rector of the University of Niš Marija Radosavljević, Vice-dean of the Faculty of Economics Niš
	KEYNOTE SPEECHES
10.30 – 11.30	Nebojša Janićijević, University of Belgrade: CLASH OF TECHNOLOGICAL AND CULTURAL DETERMINANT OF MANAGEMENT AND IMPLICATIONS FOR GOVERNMENT, MANAGERS, AND ACADEMIC RESEARCHERS AND TEACHERS Jovo Ateljević, University of Banja Luka: ENTREPRENEURSHIP AND ECONOMIC DEVELOPMENT IN THEORY AND PRACTICE
11.30 – 12.00	Coffee break
12.00 – 15.00	PARALLEL SESSIONS
15.00	Lunch

PROGRAMME OF THE PARALLEL SESSIONS

12.00 – 15.00

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

SESSION 1 CONFERENCE ROOM A (sala 1)

Session Chair: Srđan Marinković, Kemal Kantarci

DEVELOPMENT ECONOMICS: GROWTH AND COMPETITIVENESS

	TITLE OF THE PAPER	Author(s)	Affiliation
1.	REAL UNCERTAINTY: THE CHALLENGE OF ECONOMIC CHOICE IN CONTEMPORARY ECONOMY	Dragan Petrović Zoran Stefanović	University of Niš, Faculty of Economics, Serbia
2.	GLOBAL CHALLENGES OF DEVELOPMENT AND PROBLEMS OF ECONOMIC PARADIGM	Ivan Mirović	University of East Sarajevo, Faculty of Business Economics, Bijeljina, BIH
3.	THE NEW FINANCIAL ORDER AND CURRENCY WAR	Pero Petrović Aleksandar Živković	Institute for International Politics and Economics, Belgrade, Serbia University of Belgrade, Faculty of Economics, Serbia
4.	PUBLIC DEBT AND ECONOMIC GROWTH IN THE REPUBLIC OF MACEDONIA	Blagoj Gorgievski Magdalena Stanokovska	State University "St. Kliment Ohridski", Bitola, Faculty of Law, Macedonia
5.	CAUSES OF THE BUDGET DEFICIT GROWTH IN SERBIA	Marina Đorđević Jadranka Đurović-Todorović Zoran Tomić	University of Niš, Faculty of Economics, Serbia

6.	STRATEGIC PLANNING FOR DECREASING ECONOMIC DISPARITIES AMONG BULGARIAN REGIONS	Kalin Krumov Paskal Zhelev	UNWE, Marketing and Strategic Planning Department, Sofia, Bulgaria UNWE, International Economic Relations and Business Department, Sofia, Bulgaria
7.	ELEMENTS OF MORAL HAZARD IN A BAILOUT SCHEME OF SERBIAN BANKS	Marija Knežević Vladimir Mirković	Society of Economists of Belgrade, Serbia
8.	CUSTOMS PROTECTION OF INTELLECTUAL PROPERTY IN THE EURASIAN ECONOMIC UNION	Olga Vladimirovna Shishkina Aleksi Mikhailovich Sorokin	Russian Customs Academy, Russia
9.	POSSIBILITIES AND EFFECTS OF IMPLEMENTATION OF OUTSOURCING IN POWER UTILITY OF THE REPUBLIC OF SRPSKA	Miladin Jovičić Stevanović Rajko	University of East Sarajevo, Faculty of Business Economy Bijeljina, BIH Subsidiary Company "Mine and Thermal Power Plant Ugljevik" a.d., BIH
10.	CRITICAL SUCCESS FACTORS OF NATIONAL COMPETITIVENESS	Yovka Bankova	UNWE, Marketing and Strategic Planning Department, Sofia, Bulgaria
11.	COMPOSITE INDEX OF SUSTAINABLE DEVELOPMENT IN THE FUNCTION OF EXAMINATION OF BALANCED ENVIRONMENTAL AND ECONOMIC DEVELOPMENT IN EU COUNTRIES	Vesna Janković-Milić Sonja Jovanović	University of Niš, Faculty of Economics, Serbia
12.	SUSTAINABLE DEVELOPMENT AND NATIONAL COMPETITIVENESS: THE CASE OF THE REPUBLIC OF SERBIA	Marija Petrović-Randelović Tatjana Stevanović	University of Niš, Faculty of Economics, Serbia
13.	ECONOMIC DEVELOPMENT AFTER THE CHANGES IN BULGARIA	Elka Tsoneva	D. A. Tsenov Academy of Economics, Svishtov, Bulgaria
14.	POVERTY IN THE MODERN KAZAKHSTAN AND NEW POSSIBLE WAYS OF SOLVING IT	Alzhanova Nurzhan	New Economic University, Republic of Kazakhstan
15.	IMPROVING STATE FUNCTIONING THROUGH SEVEN FACTORS OF ECONOMY	Vasyl H. Gerasymchuk	National Technical University of Ukraine "Kyiv Polytechnic Institute" Kyiv, Ukraine
16.	CREDIT SUPPORT TO WOMEN'S ENTREPRENEURSHIP AS A POTENTIALLY IMPORTANT FACTOR FOR SOCIO-ECONOMIC DEVELOPMENT	Valentina Vukosavljević Pavlović Jelena Radojičić	Higher Business School Leskovac, Serbia University of Niš, Faculty of Economics, Serbia
17.	IMPACT OF BASIS RISK ON THE ORGANIZATION OF HEDGING TRANSACTIONS WITH FUTURES CONTRACTS	Vitomir Starčević Slobodan Subotić	University of East Sarajevo, Faculty of Business Economics Bijeljina, BIH University of East Sarajevo, Faculty of Transport and Traffic Engineering Doboj, BIH
18.	ANALYSIS OF FOREIGN TRADE INDICATORS OF THE WESTERN BALKANS	Tamara Sarić	FON, Belgrade, Serbia

TOURISM AND MARKETING DEVELOPMENTS

	TITLE OF THE PAPER	Author(s)	Affiliation
19.	THE EFFECT OF TURKISH TV SERIES ON INBOUND TOURISM OF TURKEY: A CASE OF SAUDI ARABIA AND BULGARIA	Kemal Kantarci Murat Alper Basaran Pasa Mustafa Ozyurt	Alanya Alaaddin Keykubat University, Antalya, Turkey Alanya Alaaddin Keykubat University, Antalya, Turkey Akdeniz University, Antalya, Turkey
20.	AN EVALUATION RELATED TO THE EFFECT OF STRATEGIC FACILITIES MANAGEMENT ON CHOICE OF MEDICAL TOURISM DESTINATION	Ertugrul Tarcan Metin Ates Ergin Sait Varol	Istanbul University, Department of Business Administration, Maritime Sciences and Marine Business Enstitute, Turkey Marmara University, Department of Hospital Management, Health Sciences Faculty, Turkey Istanbul University, Vocational School of Technical Sciences, Turkey
21.	BRAND IMAGE IN NATIONAL AND GLOBAL ASPECT	Penka Goranova Steliana Vasileva	D. A. Tsenov Academy of Economics, Svishtov, Bulgaria
22.	ANALYSIS OF STATISTICAL INDICATORS OF TOURISM IN BUDVA	Srđa Popović	Municipality of Budva, Budva, Montenegro
23.	OPPORTUNITY TO INCREASE COMPETITIVENESS IN HOLDING GROUP THROUGH MARKETING PLANNING IN BULGARIA	Nadezhda Veselinova	D. A. Tsenov Academy of Economics, Department of Strategic Planning, Svishtov, Bulgaria
24.	REGIONAL ASPECTS OF THE TOURISM PRODUCT	Zhivka Tananeeva	D. A. Tsenov Academy of Economics, Svishtov, Bulgaria
25.	ANNUAL MARKETING PLAN PROPOSAL FOR LAUNCHING A NEW BRAND ON THE BULGARIAN MARKET	Steliana Vasileva	D. A. Tsenov Academy of Economics, Svishtov, Bulgaria
26.	CONGRESS TOURISM MARKET - CASE STUDY: NIŠ	Jovica Mojić Vukašin Šušić	University of Niš, Faculty of Economics, Serbia

SESSION 2 CONFERENCE ROOM B (sala 5)

Session Chair: Marija Radosavljević, Barbara Rodica

CONTEMPORARY CHALLENGES IN BUSINESS ECONOMICS

	TITLE OF THE PAPER	Author(s)	Affiliation
27.	SMART SPECIALIZATION AND ITS IMPLEMENTATION	Iva Konda Sergej Gričar	School of Business and Management Novo mesto, Slovenia
28.	BUSINESS PROCESS MANAGEMENT MATURITY – FACTORS AND EFFECTS ON BUSINESS RESULTS	Marija Radosavljević Milica Jović Aleksandra Anđelković	University of Niš, Faculty of Economics, Serbia
29.	GLOBAL ENVIRONMENT AND ASPECT OF INNOVATION ACTIVITY IN SMEs IN SLOVENIA	Barbara Rodica Jasmina Starc	School of Business and Management Novo mesto, Slovenia Faculty of Business and Management Sciences Novo mesto, Slovenia
30.	EMPLOYABILITY AS A REFLECTION OF INDIVIDUAL'S COMPETITIVENESS IN THE LABOR MARKET	Biljana Đorđević Sandra Milanović	University of Niš, Faculty of Economics, Serbia
31.	THE RELATIONSHIP BETWEEN BODY MASS INDEX (BMI) AND EMPLOYEE ENGAGEMENT	Anton Vorina Parikshat Singh Manhas	Vocational College of Economics, Slovenia Univeristiy of Jamnu, Jamnu, India
32.	EXAMINING THE EFFECTS OF THE MANUFACTURING COSTS USING TEARDOWN ANALYSIS TO MINIMIZE THE COSTS	Ata Kahveci Ercüment Okutmuş	Akdeniz University, Antalya, Turkey
33.	ABOUT THE PRICING OF EXPERT SERVICES FOR THE CUSTOMS PURPOSES	Elena Andreeva	Russian Customs academy, Russia
34.	FINANCIAL FORENSICS AS A NEW METHOD OF HIGHLY QUALIFIED MULTIDISCIPLINARY CONTROL OF ACCOUNTING DOCUMENTS	Zoran I. Cvetković Marija Z. Cvetković	Faculty of Law, Security and Management "Constantine the Great" Nis University of Niš, Faculty of Economics, Serbia
35.	THE CHALLENGES TO BUSINESS: IMPROVING COMPETITIVENESS THROUGH SOCIAL RESPONSIBILITY BEHAVIOR	Irena Slavova	UNWE, Marketing and Strategic Planning Department, Sofia, Bulgaria
36.	CORPORATE ENTREPRENEURSHIP AND INCREASING COMPETITIVENESS WITH SPECIFIC REFERENCE OF ENTERPRISES IN MACEDONIA	Marija Magdinceva-Šopova Kiril Postolov Lidija Pulevska- Ivanovska Saso Josimovski Dusko Joseski	University Goce Delcev Štip, Macedonia University SS. Cyril Methodius Skopje, Macedonia University SS. Cyril Methodius Skopje, Macedonia University SS. Cyril Methodius Skopje, Macedonia University Goce Delcev Štip, Macedonia
37.	OPTIMIZATION OF ACTIVITIES IN MODERN SMALL AND MEDIUM ENTERPRISES	Gorica Bošković Neli Ivanova Nikolova	University of Niš, Faculty of Economics, Serbia Technical University of Gabrovo, Gabrovo, Bulgaria
38.	EFFECTS OF IMPLEMENTATION OF THE STRATEGIC FINANCIAL PLANNING FOR SMES IN REPUBLIC OF MACEDONIA	Meri Boshkoska	Faculty of Economics Prilep, Macedonia
39.	SUPPLIER SELECTION IN INSTITUTIONS OF RESIDENTIAL CARE	Žarko Popović Ivana Veselinović	University of Niš, Faculty of Economics, Serbia
40.	THE STRATEGIES AND MEASURES FOR PROTECTION OF INFORMATION SYSTEMS	Slavoljub Milovanović Dušan Perović	University of Niš, Faculty of Economics, Serbia
41.	FORECASTING INNOVATIVE PROSPECTS OF COMPLICATED TECHNICAL SYSTEMS AS A MEANS TO IMPROVE THE EFFICIENCY OF R&D AND PUBLIC PROCUREMENT MANAGEMENT	Vitaly Vorotnikov	Department of Patent-innovative Research, State Design Office Yuzhnoye, Dnepropetrovsk, Ukraine
42.	MANAGING RISKS IN KNOWLEDGE ECONOMY	Nada Barac Daniela D. Dimova Petko A. Naydenov	University of Niš, Faculty of Economics, Serbia Technical University of Gabrovo, Bulgaria
43.	INNOVATIVE SMALL AND MEDIUM-SIZED ENTERPRISES IN THE KNOWLEDGE-BASED ECONOMY	Dušan Cvetanović Miroљub Nikolić Danijela Despotović	University of Niš, Faculty of Economics, Serbia Ministry of Economy, Department for Regional Development and Strategic Analyses of the Economy, Serbia University of Kragujevac, Faculty of Economics, Serbia

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