
FACULTY OF ECONOMICS, UNIVERSITY OF KRAGUJEVAC, SERBIA**CONFERENCE PROGRAM*****Friday, November 4th, 2022***

10.00 – 11.00 *Registration*

11.00 – 12.00 *Opening Ceremony & Plenary Session (Ceremonial Hall E-5)*

WELCOMING REMARKS

Milena Jakšić, *Dean, Faculty of Economics, University of Kragujevac, Serbia*

Gordana Radosavljević, *President of Program Committee, Faculty of Economics, University of Kragujevac, Serbia*

KEYNOTE SPEAKERS

Zlatko Nedelko, *Faculty of Economics and Business, University of Maribor, Slovenia*
“SOCIALLY RESPONSIBLE BEHAVIOR OF MANAGEMENT IN CONDITIONS OF ENERGY SCARCITY”

Stanislaw Mazur, *Crakow University of Economics, Poland*
“THE GLOBOTICS TRANSFORMATION AND ITS SOCIO-ECONOMIC CONSEQUENCES”

12.00 – 13.00 *Coffee Break*

13.00 – 16.00 *Parallel Sessions*

17.00 *Conference Dinner*

KEY ISSUES IN MANAGEMENT AND MARKETING 1***13.00-16.00 Parallel Session (Ceremonial Hall E-5)***

Session Chairs – Violeta Domanović, Dejana Zlatanović

- 1. INTEGRATING SUSTAINABILITY INTO STRATEGIC MANAGEMENT**, Mojca Duh, Tjaša Štrukelj
- 2. PROCESS, INSTRUMENTAL AND INSTITUTIONAL DIMENSIONS OF CORPORATE GOVERNANCE, FOCUSING ON THE NEW LEGISLATIVE REQUIREMENTS FOR SUSTAINABLE CORPORATE GOVERNANCE**, Jernej Belak, Andreja Primec

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- 3. A CONCEPTUAL MODEL FOR MEASURING THE TRANSFORMATIVE HOTEL SERVICE EXPERIENCE**, Veljko Marinković, Darko Dimitrovski, Aleksandar Đorđević
- 4. MANAGEMENT CONTROL IN FUNCTION OF CORPORATE SUSTAINABILITY: A CYBERNETIC APPROACH**, Violeta Domanović, Dejana Zlatanović
- 5. RECOMMENDATIONS - eWOM IN TOURISM DURING COVID-19**, Dražen Marić, Ksenija Leković, Sanja Džever
- 6. INNOVATIONS AND NETWORKING: AN ELEVEN COUNTRY STUDY ON THE RELATIONSHIP BETWEEN NETWORKING AND INNOVATIVENESS OF SOCIAL ENTERPRISES**, Ana Aleksić Mirić, Zorica Aničić, Marina Petrović
- 7. DETERMINANTS OF STUDENT SATISFACTION WITH ONLINE LEARNING**, Viktorija Petrov, Zoran Drašković, Đorđe Čelić
- 8. RELATIONSHIP BETWEEN EXTERNAL CORPORATE SOCIAL RESPONSIBILITY AND AFFECTIVE COMMITMENT IN SERVICE COMPANIES IN SERBIA**, Milena Damnjanović, Dejana Zlatanović, Bojan Leković
- 9. STRATEGIC APPROACH TOWARD MARKETING MANAGEMENT: CASE STUDY OF THE IKEA**, Andreja Todorović, Snežana Colić, Andrija Popović
- 10. CELEBRITY ENDORSEMENT INFLUENCE ON DESTINATION IMAGE**, Ivana Marković, Gordana Radosavljević, Katarina Borisavljević
- 11. JOB AUTONOMY AND INNOVATIVE WORK BEHAVIOR: THE CASE OF SERBIAN HEALTHCARE SECTOR**, Jelena Erić Nilsen, Jelena Nikolić, Marija Mirić

KEY ISSUES IN MANAGEMENT AND MARKETING 2

13.00-16.00 Parallel Session (Hall D-04)

Session Chairs – Marko Slavković, Marijana Bugarčić

- 1. CONSULTATIVE LEADERSHIP STYLE AND EMPLOYEE LOYALTY: AN ALTERNATIVE VIEW ON EMPLOYEE RETENTION**, Domagoj Hruška, Lana Cindrić, Iva Babić
- 2. INTRODUCTION TO SCALING UP OF STARTUPS: PRE-INCUBATION AND INCUBATION PHASE**, Tomasz Kusio
- 3. ANALYSIS OF ACCOMMODATION OFFER IN CRISIS CONDITIONS**, Katarina Borisavljević, Gordana Radosavljević
- 4. EMPLOYEE READINESS FOR LIFELONG LEARNING IN DIGITAL AGE**, Marijana Bugarčić, Marko Slavković

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- 5. TECHNOLOGICAL ACQUISITIONS AND PERFORMANCE: EMPIRICAL ANALYSIS OF ACQUIRED COMPANIES IN THE REPUBLIC OF SERBIA**, Slađana Savović, Dušan Marković
- 6. CORPORATE REPUTATION AS AN ANTECEDENT OF EMPLOYEES' INTENTION TO STAY: THE INTERVENING ROLE OF JOB SATISFACTION**, Marija Mirić, Marko Slavković
- 7. PROBLEMS AND CHALLENGES IN LAST MILE DELIVERY**, Vijoleta Vrhovac, Petar Vrgović, Stevan Milisavljević, Željko Dudić, Stana Vasić
- 8. COMPARATIVE ANALYSIS OF THE RECRUITMENT PROCESS: TRADITIONAL VS E-RECRUITMENT**, Emir Lukač
- 9. DIGITAL TRANSFORMATION OF STRATEGIC PROCUREMENT**, Željko Dudić, Stevan Milisavljević, Vijoleta Vrhovac
- 10. THE IMPACT OF VERTICAL COMMUNICATION ON THE TALENT MANAGEMENT PROCESS IN COMPANIES**, Jelena Petrović
- 11. AGILE APPROACHES IN SMART CITIES STAKEHOLDER MANAGEMENT: A REVIEW**, Mohammad Mahoud

GLOBALIZATION AND REGIONALIZATION

13.00 – 16.00 Parallel Session (Hall E -107)

Session Chairs – Vladan Ivanović, Vladimir Mihajlović

- 1. SUSTAINING SOCIO - ECONOMIC DEVELOPMENT OF CEE CITIES ANALYSIS WITH THE EXAMPLE OF KRAKOW (POLAND) AND KRAGUJEVAC (SERBIA)**, Janusz Rosiek
- 2. FISCAL POLICY AND POLITICAL BUDGET CYCLES IN SERBIA**, Vlada Ivanović, Endrit Lami, Drini Imami
- 3. FINDING SIMILARITIES WHERE DIFFERENCES ARE OBVIOUS – COMPARATIVE STUDY OF SERBIAN AND CHINESE BUSINESS PRACTICES**, Katarina Zakić, Ana Jurčić
- 4. PUBLIC DEBT MANAGEMENT IN PANDEMIC ERA: THEORETICAL DEBATES**, Vladimir Mihajlović
- 5. LONG-TERM VISION FOR EU RURAL AREAS UP TO 2040 - RURAL PACT, GREEN DEAL AND FARM TO FORK STRATEGY**, Lela Ristić, Miloš Dimitrijević, Milica Vujičić
- 6. DIFFERENCES IN REGIONAL APPROACHES TOWARD IMPLEMENTING CIRCULAR ECONOMY MODEL**, Andrija Popović, Ana Milijić, Andreja Todorović

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- 7. CONTEMPORARY CHALLENGES OF SUSTAINABLE TOURISM DEVELOPMENT - THE ROLE OF REGIONALIZATION AND SMART SPECIALIZATION**, Ljiljana Šobić, Nikola Bošković
- 8. FINANCIAL DEVELOPMENT, TRADE OPENNESS AND ECONOMIC GROWTH: PANEL ANALYSIS OF SELECTED CENTRAL AND EASTERN EUROPEAN**, Đorđe Ćuzović, Jelena Živković, Nevena Veselinović
- 9. MARKET CONCENTRATION AND FOREIGN DIRECT INVESTMENT IN THE BANKING SECTOR OF WESTERN BALKAN COUNTRIES**, Marija Radulović

APPLIED INFORMATICS AND QUANTITATIVE METHODS IN ECONOMICS AND MANAGEMENT & ACCOUNTING AND BUSINESS FINANCE

13.00 – 16.00 Parallel Session (Hall E-106)

Session Chairs – Zoran Kalinić, Mirjana Todorović

- 1. BUSINESS INTELLIGENCE SYSTEM FOR CRM ANALYTICS**, Nenad Stefanović, Jelena Plašić, Andrijana Gaborović
- 2. THE POWER OF SILHOUETTE ANALYSIS IN EVALUATION OF HIERARCHICAL CLUSTERING RESULTS**, Milan Stamenković, Marina Milanović
- 3. APPLICATION OF ARTIFICIAL INTELLIGENCE IN RECRUITMENT AND SELECTION PROCESSES**, Tamara Bašić, Jelena Ćulibrk
- 4. CLOUD-BASED DIGITAL PLATFORM OF THE INSTITUTE FOR THE PROTECTION OF CULTURAL HERITAGE**, Aleksandra Stefanović, Nenad Stefanović
- 5. THE IMPACT OF DIGITALIZATION ON THE PERFORMANCE OF ACQUIRED COMPANIES IN THE REPUBLIC OF SERBIA**, Igor Milojević, Ivana Nedeljković, Dragana Rejman Petrović
- 6. PROFITABILITY OF SERBIAN PHARMACIES: DOES COVID-19 PANDEMIC MAKE A DIFFERENCE**, Nemanja Karapavlović, Vladimir Obradović, Stefan Vržina
- 7. IMPLICATIONS OF THE COVID-19 PANDEMIC ON EXAM PASSING SUCCESS**, Bojana Novičević Čečević, Ljilja Antić, Jovana Milenović
- 8. SUSTAINABILITY PERFORMANCE ANALYSIS OF BANKS LISTED ON THE DJSI WORLD INDEX**, Milica Pavlović, Mirjana Jemović

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THE POLISH-ITALIAN-UKRAINIAN-SERBIAN SCIENTIFIC SYMPOSIUM: CONTEMPORARY CHALLENGES IN ECONOMICS, BUSINESS AND MANAGEMENT

13.00 – 16.00 Parallel Session (Library Gallery)

Session Chairs – Veronica Marozzo, Nenad Stanišić

- 1. EXPLORATORY ANALYSIS OF IMPACT CASE STUDIES AS A METHOD OF ANALYSIS OF THE SOCIAL IMPACT OF RESEARCH ACTIVITY CARRIED OUT IN THE AREA OF ECONOMICS, BUSINESS AND PUBLIC ADMINISTRATION**, Pawel Lula, Magdalena Talaga, Janusz Tuchowski
- 2. INTERNATIONAL ECONOMIC SUPPORT IN UKRAINE'S POSTWAR RECONSTRUCTION**, Anatolii Mazaraki, Ganna Duginets
- 3. VALUE CHAIN FROM PERSPECTIVE OF VALUE-BASED MANAGEMENT**, Marek Dziura, Andrzej Jaki, Tomasz Rojek
- 4. AN OVERVIEW OF WOMEN-LED STARTUPS IN THE WINE DOMAIN**, Veronica Marozzo, Alessandra Costa, Tindara Abbate
- 5. DICTIONARIES IN SENTIMENT ANALYSIS**, Katarzyna Wojcik
- 6. FUTURE TENDENCIES OF NON-FUNGIBLE TOKEN**, Nenad Tomić, Milena Jakšić, Violeta Todorović
- 7. DOES INFRASTRUCTURE DEVELOPMENT INFLUENCE EXPORT? THE CASE OF CENTRAL AND EASTERN EUROPEAN COUNTRIES**, Filip Bugarčić, Vladimir Mičić
- 8. TRENDS IN INCOME INEQUALITY AND ITS POLICY IMPLICATIONS: EVIDENCE FROM CEE COUNTRIES**, Tijana Tubić, Nemanja Lojanica