



**ЕКОНОМСКИ ИНСТИТУТ**  
**ECONOMICS INSTITUTE**

1947

# ECIN

ECIN 2016: International Economics and Management Conference



**PRIVREDNA  
KOMORA  
SRBIJE**

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Република Србија  
МИНИСТАРСТВО ПРОСВЕТЕ,  
НАУКЕ И ТЕХНОЛОШКОГ РАЗВОЈА



# CONFERENCE PROGRAM

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|             | <p align="center"><b>Chamber of Commerce and Industry of Serbia,<br/>13-15 Resavska Street, Belgrade</b></p>  |
| 9:30 –10:00 | Registration  |
| 10:00-10:10 | <p>Opening speech<br/> <b>Dragan Šagovnović</b>, General Manager of Economics Institute</p>   |
| 10:10-10:45 | <p>Plenary session</p> <p><b>Jože Mencinger</b>, University of Ljubljana, Faculty of Law<br/> <b>Haris Boko</b>, Energetics Institute “Hrvoje Požar”, Zagreb<br/> <b>Željko Garača</b>, University of Split, Faculty of Economics</p> |
| 10:45-12:15 | <p>Session: Economics and Management</p> <p><u>Moderators:</u><br/> <b>Ivan Nikolić</b>, Economics Institute<br/> <b>Nikola Vukmirović</b>, University of Banja Luka, Faculty of Economics</p>  |
|             | <p><b>Almir Alihodžić</b><br/> <i>Possibility of application of the Fama-French model in the capital market of the Republic of Serbia</i></p>   |
|             | <p><b>Tatjana Brankov, Koviljko Lovre</b><br/> <i>Fairtrade products- supply and demand</i></p>   |
|             | <p><b>Darko Lazarov, Mitko Kocovski</b><br/> <i>Empirical analysis of Macedonian export structure: the role of metal industry</i></p>   |
|             | <p><b>Miloš Dobrojević, Sanja Cvetković, Jelena Vuksanović</b><br/> <i>Cost-effective e-government solution for the Municipalities in Bosnia and Herzegovina</i></p>  |
|             | <p><b>Sanja Filipović, Marija Reljić</b><br/> <i>Preconditions for defining an efficient and effective public policies</i></p>  |
|             | <p><b>Davor Petrić</b><br/> <i>EU energy diplomacy in the Western Balkans: A story of the Energy Community Treaty</i></p>   |
|             | <p><b>Ljiljana Pejin-Stokić, Ivan Nikolić</b><br/> <i>Health care financing in Serbia - some issues and challenges</i></p>  |
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|               | <b>Filip Dimitrov, Borjana Mirjanić, Miodrag Paspalj</b><br><i>Financial instruments for risk management compound options</i>   |
|               | <b>Jurica Brajković, Igor Novko</b><br><i>Allocation of costs in cogeneration facilities - implications for investment</i>  |
|               | <b>Sanja Filipović, Jelena Cvijović, Marija Reljić</b><br><i>Key problems of young entrepreneurs in Serbia</i>  |
|               | <b>Mladen Vulović, Miloš Dobrojević, Andrea Vuković</b><br><i>Web application for electricity meter reading</i>   |
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| 12:15 – 12:30 | Coffee break  |
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| 12:30 – 14:00 | <p>Session: Management disciplines</p> <p><u>Moderators:</u><br/> <b>Jovan Filipović</b>, University of Belgrade, Faculty of Organizational Sciences<br/> <b>Gordana Kokeza</b>, University of Belgrade, Faculty of Technology and Metallurgy</p> |
|               | <b>Dragana Krainović, Slobodan Morača</b><br><i>Open Innovation and PPM – general aspects and constraints</i>   |
|               | <b>Dušan Mojić</b><br><i>The concept of culture shock in cross-cultural management</i>  |
|               | <b>Tamara Rajić, Ivan Nikolić</b><br><i>Measuring service quality in convenience retailing using modified CALSUPER scale</i>  |
|               | <b>Vladimir Jovanović, Dejana Milošev</b><br><i>Informal education and its role in contemporary society</i>   |
|               | <b>Danica Lečić-Cvetković, Nikola Atanasov</b><br><i>An approach to the outbound supply chain performance improvement</i>   |
|               | <b>Tamara Rajić, Sonja Veljović, Marina Zoroja</b><br><i>Overview of the Serbian ICT sector: Looking optimistic towards the future</i>  |
|               | <b>Milica Maričić, Nikola Zornić, Marina Dobrota, Veljko Jeremić</b><br><i>Sensitivity analysis of Balkan universities on the URAP ranking list: Why is it important?</i>   |
|               | <b>Željka Bašić</b><br><i>Corporate software piracy in serbia: attitudes, explanation and anti-piracy strategies</i>  |
|               | <b>Tamara Rajić, Andrea Vuković, Sonja Jaćimović</b><br><i>An empirical examination of the impact of service quality on attitudinal and behavioral loyalty in higher education setting</i>  |
|               | <b>Ljupča Stojanović, Dejan Stojković, Miroslav Bjegović</b><br><i>Using of Internet in attracting candidates for the military profession</i>   |

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|                      | <b>Javed Yousaf</b><br><i>Trends in business management education</i>  |
| <b>14:00 – 15:00</b> | <b>Lunch break</b>   |
| <b>15:00 – 16:45</b> | <b>Session: Marketing and public relations</b>   |
|                      | Moderators:<br><b>Milica Kostić-Stanković</b> , University of Belgrade, Faculty of Organizational Sciences<br><b>Galjina Ognjanov</b> , University of Belgrade, Faculty of Economics                 |
|                      | <b>Valentina Vukmirović, Milica Kostić-Stanković, Snežana Knežević</b><br><i>Modeling system of brand value management based on financial and marketing indicators</i>                               |
|                      | <b>Danijela Stefanov, Vesna Damnjanović</b><br><i>The instruments of integrated corporate communications</i>   |
|                      | <b>Slobodan Vasilić, Andrea Vuković</b><br><i>Integrated marketing of new product through brand partnership: Case study of brand partnership between brands Disney and Patelina</i>                  |
|                      | <b>Tijana Jugović, Danica Lečić-Cvetković, Velimir Štavljanin</b><br><i>Business improvements based on the usage of performance indicators of marketing communications in a variable environment</i> |
|                      | <b>Danijela Stefanov, Nevenka Žarkić-Joksimović</b><br><i>The modern concept of business communications</i>  |
|                      | <b>Veljko Jeremić, Milica Kostić-Stanković, Jelena Cvijović</b><br><i>Product placement in TV serials: effectiveness and audience attitudes</i>  |
|                      | <b>Dragana Makajić-Nikolić, Danijela Stefanov</b><br><i>Integrated Marketing Communications instruments in contemporary business</i>   |
|                      | <b>Milica Kostić-Stanković, Valentina Vukmirović</b><br><i>Strategic brand development in function of achieving competitive advantage</i>  |
|                      | <b>Jelena Cvijović, Goran Krstić</b><br><i>The contribution of internal communication in the implementation of ergonomic rules in working environment</i>  |
|                      | <b>Aleksandra Marić, Slobodan Vasilić</b><br><i>The importance of strategic planning of advertising campaigns in the food industry</i>   |
|                      | <b>Ivan Ristić, Milan Glišović, Ljupča Stojanović</b><br><i>Internal communication in function of employees' motivation stimulation in special purpose organizations</i>                             |
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|               | <b>Goran Krstić, Slavica Krstić</b><br><i>The role of marketing communications in obesity prevention</i>  |
|               | <b>Slobodan Vasilić, Sonja Jaćimović, Dragana Todović</b><br><i>The development and implementation of brand strategies</i>  |
|               | <b>Natalija Nedeljković, Danijela Stojanović</b><br><i>Use of Social Media in Investor Relations in Serbia</i>  |
|               | <b>Milica Slijepčević</b><br><i>Contemporary concept of fashion marketing</i>   |
|               | <b>Dragana Todović, Aleksandar Jevđić, Ljubomir Zuber</b><br><i>The role of public relations in crisis management</i>   |
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| 16:45 – 17:00 | <b>Coffee break</b>   |
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| 17:00 – 17:45 | <b>Session: Tourism and environmental management</b>  |
|               | Moderators:<br><b>Slavoljub Vujović</b> , Belgrade Business School<br><b>Marija Ackovska</b> , Institute of Economics, Macedonia  |
|               | <b>Laurent Tournois</b><br><i>Marketing a tourist destination residents enjoy living in: a liveability-distinctiveness-behavioural intentions empirical investigation</i> |
|               | <b>Marko Mihić, Milica Pavićević</b><br><i>Importance of IPARD programme on rural tourism development</i>   |
|               | <b>Slavoljub Vujović, Marija Reljić</b><br><i>Tourism - connection of local values and global competitiveness</i>   |
|               | <b>Dejana Milošev, Tijana Jugović, Anja Stupar</b><br><i>Green marketing</i>  |
|               | <b>Jelena Premović, Agneš Boljević</b><br><i>The importance of environmental awareness for sustainable tourism development</i>  |
|               | <b>Dejana Milošev, Vladimir Jovanović, Tijana Jugović</b><br><i>Analysis of indicators for measuring sustainable development</i>  |
|               | <b>Ljupča Stojanović, Dragan Pavlović</b><br><i>The importance of social media in modern tourism and hospitality</i>  |
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| 17:45         | <b>Closing ceremony and cocktail</b>  |