

14th International Scientific Conference on Economic and Social Development
(some changes are possible, according to authors' requirements)

Belgrade, Serbia, 13-14 May, 2016

Venue: John Naisbitt University, Goce Delceva 8, 11070 Novi Beograd, Serbia

First day, May, 13th 2016		Individual arrival of delegates
09:00 – 10:00	Registration at Conference Desk - Refreshment	
10:00 – 11:00	Plenary Session I. – Opening Ceremony	
WELCOME ADDRESSES: prof. Slobodan Pajovic, rector, John Nesbitt University prof. Goran Kozina, vice-rector, University North prof. Marijan Cingula, esd-Conference		
1. David Atkinson ■ CONCEIVING A MARKETING STRATEGY IN THE ERA OF DYNAMIC CAPABILITIES 2. Mirka Wildmannova ■ UNIQUE INNOVATIVE INFRASTRUCTURE – START-UP OF THE INNOVATIVE TECHNOLOGY PROCESS IN CZECH REPUBLIC - (EXAMPLE OF THE SOUTH MORAVIAN REGION) 3. Liudmila Guzikova ■ SMALL BUSINESS IN RUSSIA AS AN ECONOMIC AND SOCIAL PHENOMENON 4. Catherine J Ashworth ■ RELATIONSHIP DEVELOPMENT VIA SOCIAL MEDIA: PURE-PLAY FASHION RETAIL CASES - BUILDING ECONOMIC VALUE FOR THE SMALL FIRM		
11:00 – 11:30	Coffee Break	
11:30 – 13:00	Parallel Session II.	
5. Oskar Kovac ■ THE EVER CHANGING EUROPEAN UNION 6. Nikola Stakic ■ EFFECTIVENESS OF ZERO LOWER BOUND POLICY IN EUROPEAN FINANCIAL MARKETS 7. Luksa Lulic, Sanja Rocco, Kresimir Bartulovic ■ IDENTITY AND BRANDING OF EU CITIES – INVESTIGATING ATTITUDES OF CROATIAN STUDENTS 8. Hasan Serin, Yunus Sahin, Muhammet Durgun, Mehmet Ceyhan, Hakan Uluca ■ A RESEARCH ON RAW MATERIAL PROBLEM OF SMALL AND MEDIUM SIZED FURNITURE ENTERPRISES IN MERSIN CITY 9. Vahan Sargsyan ■ TREATMENT - RELATED NATURALIZATION PREMIUMS IN TWO EUROPEAN COUNTRIES: EVALUATION AND COMPARISON 10. Nada Torlak, Petar Torlak ■ POSITION AND ROLE OF A WOMAN IN NATIONAL SOCIAL AND ECONOMIC DEVELOPMENT OF SERBIA		
11:30 – 13:00	Parallel Session III:	
11. Aleksandar Milosevic, Ana Jurcic, Goran Kozina ■ PRODUCT SALES INCREASE MANAGEMENT IN THE FUNCTION OF THE GROWTH OF PRODUCTION VOLUME IN WOOD INDUSTRY: CASE STUDY – COMPANY DRVO DOM 12. Abdulbaset Elesawi, Dinko Primorac, Djordje Colovic ■ WORK DEVELOPMENT IN ENVIRONMENTALLY SUSTAINABLE PROJECTS 13. Marijana Ljubic, Nassir Ishneen, Milica Nestorovic ■ INFLUENS CHANGE IN VALUE OF OIL ON THE INTERNATIONAL MARKET 14. Ahliman Abbasov, Tahmasib Alizada ■ SMALL AND MEDIUM-SIZED ENTERPRISES AS AN INFLUENTIAL FACTOR TOWARDS THE ECONOMIC GROWTH OF COUNTRIES WITH TRANSITION ECONOMIES 15. Tatjana Dragicevic Radicevic, Ljiljana Stanojevic ■ REFORM OF INVESTMENT POLICY IN THE FUNCTION OF SUSTAINABLE DEVELOPMENT WITH SPECIAL EMPHASIS ON INVESTMENT IN INFORMATION TECHNOLOGIE 16. Predrag Kapor ■ GAME THEORY APPROACH TO CONFLICT AND COOPERATION IN INTERNATIONAL RELATIONS		
13:00 – 14:00	Lunch	
14:00 – 15:30	Parallel Session IV.	
17. Milorad Stamenovic, Tatjana Cvetkovski, Dinko Primorac ■ CHALLENGES IN FORECASTING EXCHANGE RATES BY MULTINATIONAL CORPORATIONS IN GLOBAL FINANCE ERA 18. Yousf Omar, Amr Elashouri, Bassam Zafrani ■ ADVANTAGE AND AIM OF QUANTITATIVE ANALYSIS FOR MAKING BUSINESS DECISIONS IN LIBYAN IT COMPANY 19. Biljana Danic, Dinko Primorac, Goran Kozina ■ CORRUPTION AND GREY ECONOMY; ANALYSIS OF SERBIA		

20. Marijana Ljubic, Nassir Ishneen, Milica Nestorovic ■ INFLUENS CHANGE IN VALUE OF OIL ON THE INTERNATIONAL MARKET

21. Hanifi Murat Mutlu, Ali Der ■ UNIFIED THEORY OF ACCEPTANCE AND USE OF TECHNOLOGY: THE ADOPTION OF MOBILE MESSAGING APPLICATION

22. Marijana Ljubic, Vladislav Pesic, Milica Aleksic ■ THE EFFECT OF SMALL AND MEDIUM ENTERPRISES' EXPORT ON THE AGGREGATE EXPORT OF THE REPUBLIC OF SERBIA

14:00 – 15:30

Parallel Session V.

23. Ramzi Alatrash, Auob Albskri, Aleksandar Boskovic ■ IMPLEMENTATION OF E-GOVERNMENT IN LIBYA

24. Josko Lozic, Toni Miljak, Ines Lozic ■ OPERATIONS OF THE BIG HOTEL COMPANIES DURING ECONOMIC CRISIS - EMPIRICAL RESEARCH IN CROATIA

25. Nicholas L. Recker, Matthew D. Moore ■ THE CREATIVE CLASS AND BUSINESS ENVIRONMENT: A CROSS-NATIONAL STUDY

26. Matthew D. Moore, Nicholas L. Recker ■ CULTURAL FORMS OF SOCIAL CAPITAL: LIBERAL AND CONSERVATIVE DIFFERENCES IN THE PRESENCE OF SOCIAL CAPITAL

15:30 – 16:00

Coffee Break

16:00 – 17:00

Plenary Session VI.

27. Cuma Bozkurt, Yusuf Akan, Ilyas Okumus ■ ENVIRONMENTAL KUZNETS CURVE HYPOTHESIS IN BRICTS: THE ROLE OF TOURISM

28. Tatjana Milivojevic ■ CONTRADICTION BETWEEN EMPHASISING CREATIVITY IN THEORY AND STIFLING IT IN PRACTICE

29. Aleksandra Tosovic - Stevanovic, Vladimir Ristanovic ■ REGIONAL DEVELOPMENT IN THE WESTERN BALKANS THROUGH THE SUPPORT OF EU PROJECTS

30. Azam Hussein, Salah Abonahia, Khalid Makhlof ■ CONTROL OF DOCUMENTS IN DOCUMENTED QUALITY MANAGEMENT SYSTEM (DQMS) AS VALUABLY COMPANY SOLUTION

19:00 – 22:00

Dinner at Skadarlija

Second day, May, 14th 2016

10:00 – 11:30

Plenary Session VII. - Closing Ceremony

31. Katarina Zakic, Ana Jovancai Stakic, Ana Jurcic ■ MANAGING COOPERATION PROGRAMS BETWEEN SERBIA AND CHINA IN THE FIELD OF HIGHER EDUCATION

32. Athanasios D. Karampouzis, Dimitrios Ginoglou ■ ACCOUNTING ADJUSTMENTS FOR APRAISING SMES IN GREECE

33. Vesna Baltezarevic, Radoslav Baltezarevic ■ KNOWLEDGE SHARING IN VIRTUAL ORGANIZATIONS

34. Yunus Sahin, Muhammet Durgun, Hasan Serin ■ THE DETERMINATION OF ECONOMIC LITERACY LEVEL OF FOREST PRODUCTS INDUSTRY MANAGERS: A SAMPLE OF KAHRAMANMARAS CITY, TURKEY

35. Ivan Filipovic, Dunja Skalamera - Alilovic, Ana Stambuk ■ COMMERCIAL BANKING AND PERSONAL INDEBTEDNESS IN CROATIA