

AGENDA of SM2023

18 may 2023

9.30 – 10.30 **Anniversary of the Faculty of Economics in Subotica** (amphitheatre A1)

- Nebojša Gvozdenović, PhD, Dean of the Faculty of Economics in Subotica
- Dejan Madić, PhD, Rector of the University of Novi Sad
- Stevan Bakić, Mayor of Subotica
- Nenad Ivanišević, PhD, Provincial Secretary for Economy and Tourism

10.30 – 11.30 Coffee break and participants registration

11.30 – 12.30 **Plenary session** (amphitheatre A1)

Moderator: Viktorija Petrov, PhD

Keynote speakers:

- Vitor Braga, PhD, Polytechnic Institute of Porto: Researching Business Co-operation
- Stephan Schlüter, PhD, University of Applied Sciences Ulm: Challenges of Big Data in Digital Transformation
- Elaine Farndale, PhD, Centre for International Human Resource Studies, PennState College of Liberal Arts: Economic challenges and their implications on strategic human resource management

12.30 – 14.30 Lunch break

14.30 – 16.00 **Panel discussion: Current geopolitical turbulences: economic challenges and implications** (live streaming on YouTube channel of the Faculty of Economics in Subotica) (Regional Innovation Startup Centre, room 301)

Moderator: Olgica Glavaški, PhD

Participants:

- Prof. Milojko Arsić, Faculty of Economics in Belgrade
- Goran Kovačević, Gomex

14.30 – 16.00 **Cranet session**



16.30 – 18.00 **Panel discussion: Digital transformation of business: challenges** (live streaming on YouTube channel of the Faculty of Economics in Subotica) (Regional Innovation Startup Center, room 301)

Moderator: Predrag Matković, PhD

Participants:

- Dubravko Ćulibrk, Director of the Institute for Artificial Intelligence Research and Development of Serbia
- Dragan Voćkić, Founder and Director of Orion Solutions
- Goran Varađanin, Head of Salesforce department of M&I Systems

18.30 – 23.00 Gala dinner (Terasa Muški štrand, Palić)

19 May 2023

11.00 – 11.30 Additional registration

11.30 – 13.00 **Parallel sessions**

Session 1 – Thursday, May 18, 2023, 14.30 (Ceremonial hall of the dean’s office)

Moderator: Gábor Balogh

1. THE AGE OF HRM 4.0 – IS DIGITALIZATION OF HRM REQUIRED FOR THE STRATEGIC HUMAN RESOURCE MANAGEMENT ORIENTATION (Milka Rimac Bilusic, Nina Pološki Vokić)
2. THE DEVELOPMENT OF REGIONAL AND LOCAL HR PRACTICES IN HUMAN RESOURCE MANAGEMENT DUE INTERNATIONAL COMPARISON ON THREE CONSECUTIVE CRANET RESEARCHES (Gábor Balogh, József Poór, Zsuzsa Karoliny, Ákos Jarjabka, Ildikó Éva Kovács, Katalin Szabó)
3. NEW WAYS OF MANAGING INTERNATIONAL HUMAN RESOURCES IN TIMES OF MULTIPLE GLOBAL CRISES AND DEGLOBALIZATION (Zsuzsanna Szeiner, Ildikó Éva Kovács, József Poór)
4. DOING MORE BY DOING LESS? THE ROLE OF SETTING FORMALIZED GUARDRAILS IN THE APPLICATION OF HR ANALYTICS (Felix Diefenhardt, Marco Leander Rapp, Wolfgang Mayrhofer, Verena Bader)
5. TALENT DEVELOPMENT AND ORGANIZATIONAL SUCCESS: EVIDENCE FROM SELECTED BALKAN COUNTRIES BASED ON CRANET RESEARCH 2021 (Agneš Slavić, Dimitrije Gašić, Nemanja Berber)
6. THE RELATIONSHIP BETWEEN WORK DESIGN AND JOB SATISFACTION AND ITS IMPLICATIONS FOR ROMANIAN COMPANIES (Kinga Kerekes, Monica Aniela Zaharie, Patricia Iulia Rațiu)
7. THE ROLE OF TRAINING AND DEVELOPMENT IN DECISION-MAKING - BASED ON THE 2021/2022 CRANET SURVEY (Júlia Bachmann-Matisa, Gábor Balogh)
8. MEETING THE CHALLENGE OF AN AGEING WORKFORCE: THE ROLE OF HRM (Nancy Papalexandris)

Link for virtual participation:

<https://teams.microsoft.com/l/meetup-join/19%3aY-YrftaR6vklqApjf4yl1TdAxtgtjjGc2jTcKccVf8A1%40thread.tacv2/1683874832251?context=%7b%22Tid%22%3a%2251f77baf-35bb-497b-acc1-3f49888c4b45%22%2c%22Oid%22%3a%221ee52555-0ac2-44f7-8236-fcae62f5daa0%22%7d>

Session 2 – Friday, May 19, 2023, 11.30 (A1)

Moderator: Wellington Alves

1. HOW CAN BUSINESS EDUCATION DEVELOP ETHICAL PROFESSIONALS FOR EMPLOYERS? (Csilla Czeglédi, Gábor András)
2. WHAT SOFT SKILLS CAN BE DEVELOPED IN A MENTOR? - THE FIRST EXPERIENCES OF A MENTORING PROGRAMME (Gabriella Horváth-Csikós, Tímea Juhasz, Anna Forgacs)
3. LEAN-GREEN MANUFACTURING TO SUSTAIN ENVIRONMENTALLY FRIENDLY INDUSTRY: A REVIEW (Nurul Retno Nurwulan)
4. IMPLEMENTATION OF SWOT ANALYSIS AND QUANTITATIVE STRATEGIC PLANNING MATRIX ON A LOW-COST PRIVATE SCHOOL (Nurul Retno Nurwulan)
5. CONNECTING THE DOTS: HOW DOES LEAN THINKING CONTRIBUTE TO PROJECT MANAGEMENT? (Inês Rodrigues, Wellington Alves)
6. HOME OFFICE AND EMPLOYEE SATISFACTION DURING AND AFTER COVID (Tímea Venczel-Szakó, Dorottya Anna Szabó, Norbert Sipos)
7. REFRAMING TYPES OF UNCERTAINTY AS A STARTING POINT FOR EFFICIENT DECISION MAKING (Sebastian L. Grüner)
8. WORKPLACE EXPECTATIONS OF YOUNG HUNGARIANS - DREAM OR REALITY? (Brigitta Szabó-Bálint, Tímea Venczel-Szakó, Norbert Sipos)
9. QUALITY MANAGEMENT AND DIGITAL TRANSFORMATION IN A PORTUGUESE HEI: A PROCESS MANAGEMENT APPROACH (Joao Magalhaes, Vanda Lima)
10. WHAT AFFECTS WAGES (Julianna Németh)

Link for virtual participation:

<https://teams.microsoft.com/l/meetup-join/19%3aY-YrftaR6vklgApjf4yl1TdAxtgtjGc2jTcKccVf8A1%40thread.tacv2/1683875035978?context=%7b%22Tid%22%3a%2251f77baf-35bb-497b-acc1-3f49888c4b45%22%2c%22Oid%22%3a%22f8539bdb-21e2-4b5f-ac34-3ea6df0eddde%22%7d>

Session 3 - Friday, May 19, 2023, 11.30 (A2)

Moderator: Danilo Đokić

1. ECOLOGICAL AGRICULTURE AS AN IMPORTANT FACTOR IN THE DEVELOPMENT OF SUSTAINABLE TOURISM IN CROATIA (Vladimir Šimović, Robert Svetlačić, Dušan Bobera)
2. BRIDGING THE KNOWLEDGE GAP BETWEEN SCIENCE AND INDUSTRY: EMPIRICAL RESEARCH OF UNIVERSITY OF NOVI SAD AND UNIVERSITY OF BELGRADE (Viktorija Petrov, Zoran Drašković, Đorđe Čelić, Zorica Uzelac)
3. TAX STRATEGIES AND FDI SENSITIVITY IN CRISIS CONDITIONS: THE CASE OF EU (Marina Beljić, Olgica Glavaški, Jovica Pejčić)
4. ASYMMETRICAL EFFECTS OF OIL PRICE SHOCKS ON STOCK INDICES OF SELECTED EU MEMBERS (Stefan Stojkov, Emilija Beker Pucar, Aleksandar Sekulić)
5. THE IMPACT OF THE WAR IN UKRAINE ON THE POST-COVID SERBIAN LABOR MARKET (Stojanka Dakić, Dejan Brčanov)
6. STRATEGIC PROVISION OF NECESSARY MINERAL RAW MATERIALS FOR ECONOMIC AND NATIONAL NEEDS (Radule Tošović)
7. INFLUENCE OF FOREIGN TRADE OF AGRI-FOOD PRODUCTS ON FOOD SECURITY IN CRISIS CONDITIONS: EVIDENCE FROM SERBIA (Mina Kovljenić, Bojan Matkovski)
8. REGIONAL BALANCED DEVELOPMENTS IN NORTH MACEDONIA. CHALLENGES, TRENDS AND PERSPECTIVES (Dauti Bardhyl, Aziri Brikend, Ismaili Raman)
9. FARM TO FORK STRATEGY AS A FRAMEWORK FOR NEW SERBIAN AGRICULTURE AND RURAL DEVELOPMENT STRATEGY (Danilo Đokić, Milan Tatić)
10. MODELS OF CONTRACTS ABOUT EFFICIENCY WAGE (Nikola Šarić, Dunja Tomić)
11. INCOME INEQUALITY AND MATERIAL DEPRIVATION IN SERBIA (Dunja Tomić, Nikola Šarić)

Link for virtual participation:

<https://teams.microsoft.com/l/meetup-join/19%3aY-YrftaR6vklqApjf4yl1TdAxtgtjGc2jTcKccVf8A1%40thread.tacv2/1683875223991?context=%7b%22Tid%22%3a%2251f77baf-35bb-497b-acc1-3f49888c4b45%22%2c%22Oid%22%3a%22ed6286d9-8ab8-4492-aa47-345762379611%22%7d>

Session 4 - Friday, May 19, 2023, 11.30 (A4)

Moderator: Nada Milenković

1. DETERMINANTS OF PUBLIC DEBT - COMPARATIVE ANALYSIS OF EUROPEAN COUNTRIES (Miloš Đaković, Nada Milenković, Jelena Andrašić)
2. THE EFFECTS OF FINANCIAL LEVERAGE ON BUSINESS OPERATIONS IN THE CONDITIONS OF GEOPOLITICAL CHANGES (Katarina Božić, Suzana Stevanović, Vitomir Starčević)
3. WORLDWIDE TRENDS IN THE SCIENTIFIC PRODUCTION ON THE RELATIONSHIP BETWEEN PUBLIC GOVERNANCE AND HEALTH SYSTEMS IN THE CONTEXT OF POST COVID-19 PANDEMIC (Alexandra-Mădălina Țăran, Magda-Mihaela Luca, Oana-Ramona Lobonț)
4. MEASURING MARKET CAPITALIZATION ON THE BELGRADE STOCK EXCHANGE IN CONDITIONS OF GEOPOLITICAL TURBULENCE AND CHANGES (Vera Mirović, Milica Indić, Branimir Kalaš, Miloš Pjanić)
5. THE IMPORTANCE OF MANAGING HUMAN RESOURCES DURING THE COMPANIES' MERGING PROCESS (Nađa Đurić)
6. INTENTION TO USE GREEN BANKING SERVICES IN THE CONTEXT OF ENERGY CHALLENGES (Nikola Milićević, Nenad Đokić, Ines Đokić)
7. CIRCULAR ECONOMY FUNDING AND ITS POTENTIAL IMPACT ON FINANCIAL PERFORMANCE: A BIBLIOGRAPHIC REVIEW (Rui António Cruz, Carina Silva, Marisa Ferreira)
8. STRATEGIES OF INTERNAL COMMUNICATION IN BANKS OF BOSNIA AND HERZEGOVINA (Nevena Kapor, Dragan Vojinović)

Link for virtual participation:

<https://teams.microsoft.com/j/meetup-join/19%3aY-YrftaR6vklqApjf4yl1TdAxtgtjGc2jTcKccVf8A1%40thread.tacv2/1683875395507?context=%7b%22Tid%22%3a%2251f77baf-35bb-497b-acc1-3f49888c4b45%22%2c%22Oid%22%3a%2281c8d7b3-ba1d-4e02-8f7c-f761a18cdaa1%22%7d>

Session 5 - Friday, May 19, 2023, 11.30 (Stjepan Han room)

Moderator: Nebojša Taušan

1. EXPENSE EVALUATION OF ACCOUNTING AUTOMATIZATION FOR SMES COMPARED TO A HUMAN ACCOUNTANT (Jitka Meluchová, Ján Vlčko)
2. APPLICATION OF ROBOTIC PROCESS AUTOMATION TECHNOLOGY: EXAMPLE OF INVOICING (Danijel Horvat)
3. DIGITAL ERA CONSUMERS' ATTITUDES ABOUT SOCIAL NETWORKS INFLUENCE ON GREEN MARKETS PRODUCTS PURCHASE (Nedeljko Prdić, Sara Kostić)
4. DIGITALIZATION IN WOOD PROCESSING COMPANIES - MANAGERS' PERSPECTIVE (Dražena Gašpar, Mirela Mabić, Ivica Ćorić)
5. INFORMATION AND COMMUNICATION TECHNOLOGIES - A KEY FACTOR OF THE COMPETITIVE DIGITAL ECONOMY (Ivana Domazet, Darko Marjanović)
6. ERP SYSTEMS FOR SMALL AND MEDIUM ENTERPRISES FROM THE SAP AND MICROSOFT PERSPECTIVE (Vuk Vuković, Nebojša Gagić, Lazar Raković, Slobodan Marić)
7. DIGITAL BUSINESS TRANSFORMATION: EXPECTATIONS AND REALITY (Olga Korzhova, Tatiana Lapina, Tatiana Stuken)
8. STANDARDIZATION OF THE COMMERCIAL PROCESS IN ORDER TO FORM A NETWORK ORGANIZATION IN RETAIL (Milan Jovanović, Ondrej Jaško, Ivan Todorović)
9. IMPACT OF DIGITAL TRANSFORMATION ON INFORMATION SECURITY RISK IN INFORMATION SYSTEMS (Rajko Ivanišević)

Link for virtual participation:

<https://teams.microsoft.com/l/meetup-join/19%3aY-YrftaR6vklgApjf4yl1TdAxtgtjGc2jTcKccVf8A1%40thread.tacv2/1683875565061?context=%7b%22Tid%22%3a%2251f77baf-35bb-497b-acc1-3f49888c4b45%22%2c%22Oid%22%3a%22a67489d7-35b1-4478-9575-d2a3c40b2741%22%7d>

Session 6 - Friday, May 19, 2023, 11.30 (Blue room)

Moderator: Dušan Saković

1. PERFORMANCE ANALYSIS OF TRADING COMPANIES IN SERBIA BASED ON DIBR - WASPAS METHODS (Radojko Lukić)
2. ANALYSIS OF REPORTING ON PROPERTIES ACCORDING TO THE PROFESSIONAL REGULATIONS IN ORDER TO IMPROVE THE PERFORMANCE OF FINANCIAL REPORTING (Dušan Saković, Kristina Mijic, Dijana Rađo)
3. ASSESSING THE EFFECTIVENESS OF ANTI-RUSSIAN ECONOMIC SANCTIONS IN A DATA-RESTRICTED CONTEXT (Aleksandr Chernykh)
4. ANALYSIS OF FINANCIAL INDICATORS DEVELOPMENT OF THE WORLD'S LARGEST ENVIRONMENTAL COMPANIES (Ivan Brezina, Juraj Pekár, Marian Reiff)
5. STRATEGIC ASPECTS OF EARNINGS MANAGEMENT (Teodora Tica, Bojana Vuković, Dejan Jakšić, Nedeljko Tica)
6. RUSSIAN – UKRANIAN WAR: THE IMPACT OF ECONOMIC SANCTIONS ON RUSSIAN AND GLOBAL ECONOMY THROUGH THE EYES OF AN ACCOUNTANT (Dragana Đorđević)
7. APPROACHES TO SUSTAINABILITY OF PUBLIC DEBT – APPLICABILITY TO REPUBLIC OF SERBIA (Nenad Benović, Rade Popović, Ivan Milenković)
8. FINANCE AND ACCOUNTABILITY IN GROWING NONPROFIT ORGANISATIONS (Judith Pótó)

Session 7 - Friday, May 19, 2023, 11.30 (S2)

Moderator: Marko Aleksić

1. THE EFFECTS OF THE COMPENSATION SYSTEM ON JOB SATISFACTION AND TURNOVER INTENTIONS OF EMPLOYEES IN THE REPUBLIC OF SERBIA (Tamara Jevtić, Dimitrije Gašić)
2. A LITERATURE REVIEW ON ARTIFICIAL INTELLIGENCE IN GLOBAL SUPPLY CHAIN MANAGEMENT (Marjan Angeleski, Olivera Kostoska)
3. ECONOMIC DIVERSIFICATION IN A WAR ENVIRONMENT (Radmilo Todosijević, Ljiljana Kontić, Miloš Todosijević)
4. THE INFLUENCE OF THE ORGANIZATIONAL STRUCTURE ON COMPANIES' INNOVATIVE ACTIVITY (Marija Lazarević-Moravčević, Mihailo Paunović, Marija Mosurović Ružičić)
5. SOCIAL COMPETENCIES OF LEADERS AS KEY FACTOR OF EMPLOYEE WORK ENGAGEMENT DURING THE CRISIS (Radmila Bjekić, Maja Strugar Jelača, Marko Aleksić, Slobodan Marić)
6. THE INFLUENCE OF TALENT MANAGEMENT FACTORS ON EMPLOYEE SATISFACTION IN THE BANKING SECTOR OF SERBIA (Dragana Kijački)
7. DETERMINANTS OF LOGISTICS ENTREPRENEURS IN EUROPEAN COUNTRIES (Bojan Leković, Milenko Matić, Maja Ivanović-Đukić, Jerko Glavaš)
8. IMPACT OF FINANCIAL STRESS ON WORK ENGAGEMENT AND JOB PERFORMANCES OF THE EMPLOYEES IN THE REPUBLIC OF SERBIA: PILOT STUDY (Sandra Milanovic, Biljana Đorđević)

Link for virtual participation:

<https://teams.microsoft.com/l/meetup-join/19%3aY-YrftaR6vklgApjf4yl1TdAxtgtjGc2jTcKccVf8A1%40thread.tacv2/1683875860698?context=%7b%22Tid%22%3a%2251f77baf-35bb-497b-acc1-3f49888c4b45%22%2c%22Oid%22%3a%223fcf1f7-4571-4b6e-9347-69477dda64f6%22%7d>

Session 8 - Friday, May 19, 2023, 11.30 (A3)

Moderator: Daniela Nuševa

1. THE EFFECTS OF CULTURAL INTELLIGENCE, NATIONAL IDENTITY AND TRADITION ON THE PURCHASE OF GLOBAL BRANDS (Stefan Zdravković, Dragana Gašević)
2. RFM – CLV APPROACH FOR MEASURING THE VALUE OF CONSUMER SEGMENTS (Veljko Marinković, Dražen Marić)
3. STRATEGIC MARKETING TRENDS OF 2023 IN HUNGARY (Norbert Katona)
4. IMPACT OF ONLINE RECOMMENDATIONS CREDIBILITY ON TOURISTS BEHAVIOR (Dražen Marić, Ksenija Leković, Sanja Džever)
5. MANAGING BRAND IMAGE IN SCHOOL (Dinko Jukić)
6. THE METAVERSE: A GAME-CHANGING OPPORTUNITY FOR MARKETING (Zvezdana Krstić, Mirjana Maksimović)
7. ELECTRONIC COMMUNICATION AS A MEANS OF GENERATION OF CONSUMER LOYALTY (Jelena Stanković, Suzana Đukić)
8. THE IMPACT OF GEOPOLITICAL TURBULENCES ON GLOBAL LOGISTICS ACTIVITIES (Daniela Nuševa, Radenko Marić, Goran Vukmirović, Nikola Macura)
9. BRAND IMAGE MEASUREMENT (Saša Ćirić)
10. CONCEPTUALISATION OF POLITICAL MARKETING WITH PUBLIC CHOICE THEORY AND THE POSTMODERN APPROACH (Tamás Honti)
11. MODELING USER'S PREFERENCES TOWARDS ELECTRIC VEHICLES. A DISCREET CHOICE MODEL APPROACH (Tamás Ujházi, Bence Vereckei-Poór)

Link for virtual participation:

<https://teams.microsoft.com/l/meetup-join/19%3aY-YrftaR6vklgApjf4y1TdAxtgtjjGc2jTcKccVf8A1%40thread.tacv2/1683875990472?context=%7b%22Tid%22%3a%2251f77baf-35bb-497b-acc1-3f49888c4b45%22%2c%22Oid%22%3a%22e410601e-a065-41f0-8b7d-d0d2dc09de0b%22%7d>