



27<sup>th</sup> International Scientific Conference  
Strategic Management and Decision Support Systems  
in Strategic Management

20<sup>th</sup> May, 2022, Subotica, Republic of Serbia

Place:

Faculty of Economics in Subotica, Segedinski put 9-11, Subotica, Serbia

## AGENDA

9 – 9.30

**Registration**

9.30 – 10.45

**Plenary session (Amphitheatre 1)**

Nebojša Gvozdenović, Dean, Faculty of Economics in Subotica – welcome address

Saša Gravorac, Director, Industrial Park Free Zone Subotica - welcome address

Nenad Ivanišević, Provincial Secretary for Economy and Tourism – welcome address

Jason Papathanasiou, University of Macedonia - Multiple Criteria Decision Aid to Support Sustainable Policies

Peter Kovacs, Applications of the PLS Model in Financial Literacy Research

10.45 – 11.15

**Coffee break**

11.15 – 13.00

**Parallel sessions**

11.15 – 13.00  
Session 1  
(Amphitheatre 2)

**Moderator: Slobodan Marić, University of Novi Sad, Faculty of Economics in Subotica**

Corporate Entrepreneurship as Renewal Strategy After Covid-19: the Case of Serbia - Ljiljana Kontić, Miloš Todosijević, Jovan Kontić

Determining the Investor's Strategy During the COVID-19 Crisis Based on CVAR Risk Measure - Juraj Pekár, Ivan Brezina, Marian Reiff

Development of Capacity Through Digital Transformation - Miloš Todosijević, Radmilo Todosijević, Snežana Todosijević Lazović

Project Management Competencies in Digitalization Era: Evidence from Serbian Manufacturing Industry - Vesna Stojanović Aleksić, Marijana Bugarčić, Marko Slavković

Economic Instruments in Environmental Policy in the Republic of Serbia - Nemanja Gogić

Digital Transformation and Sustainable Development for private and public organizations: Barriers and Opportunities - Georgios Tsaples, Jason Papathanasiou

Cooperation with Competition in the Function of Development of Open Innovations: Results of the Survey of Entrepreneurs / Tenants of Business Incubators in the Republic of Serbia - Bojan Leković, Dušan Bobera, Milenko Matić, Renata Amidžić

The Importance of Innovation Strategy for SMEs Growth - Evidence from North Macedonia - Aneta Risteska Jankuloska, Dragica Odzaklieska, Tatjana Spaseska

The Effect of Information Technologies on the IT Business Alignment - Danijel Horvat

The Role of the Chief Digital Officer (CDO) And the Chief Information Officer (CIO) in Information System Analysis - Rajko Ivanišević

The Development of Human Resource Management in Serbia in the Light of CRANET Research 2021 - Nemanja Berber, Agneš Slavić, Dimitrije Gašić, Marko Aleksić

Digital Transformation of the Learning Process - Students' Attitudes About Online Teaching - Lazar Raković, Lena Đorđević Milutinović, Slobodan Marić, Marton Sakal, Amra Kapo

Strategic Approach for Increasing Innovation Capacity of the SMEs - Monika Angeloska Dichovska, Meri Boshkoska, Marjan Angeleski

Influence of Corporate Socially Responsible Behavior in the Conditions of the COVID-19 Pandemic on Job Satisfaction and Turnover Intentions of Employees  
- Biljana Đorđević, Maja Ivanović-Đukić, Vinko Lepojević, Sandra Milanović

Perspective Leader - Follower: Situational Theory of Leadership - Slobodan Marić, Marijana Rodić, Maja Strugar Jelača, Radmila Bjekić

Enterprise Size and Industry as Factors of Enterprise Vulnerability in the Times of the Crisis – Analytical Approach - Vesna Janković-Milić, Marija Radosavljević, Žarko Popović

11.15 – 13.00  
Session 2  
(Amphitheatre 1)

**Moderator: Daniela Nuševa, University of Novi Sad, Faculty of Economics in Subotica**

The COVID-19 Virus Pandemic in the Context of Strengthening Ethnocentric Consumer Tendencies in Serbia - Stefan Zdravković, Dragana Gašević

The Contribution of Green Finance to Achieving Sustainable Development - Dragana Nikolić Ristić, Ivana Marković

Analysis of Company's Sustainable Growth Rate in the Function of Strategic Management - Bojana Vuković, Teodora Tica, Dejan Jakšić

The Impact of the COVID-19 Pandemic on Foreign Trade - Daniela Nuševa, Goran Vukmirović, Radenko Marić, Nikola Macura

Performance Management of Auditing Companies in the Republic of Serbia - Dušan Saković, Dijana Rađo, Kristina Peštović

Determinants of Learning Outcomes and Satisfaction with Online Teaching Based on Students' Perception - Suitability of Applying the Instrument - Viktorija Petrov, Zoran Drašković, Zorica Uzelac, Đorđe Ćelić

Analytical Indicators of the Assessment of Financial Powers of the Company as a Key Factor for Improving Business in Turbulent Market Conditions During COVID-19 - Vitomir Starčević, Suzana Stevanović

E-Mail Campaigns and Consumer's Attitudes - Sanja Džever, Ksenija Leković, Sonja Vučenović

Consumer Ethnocentrism Under the Circumstances of the COVID-19 Virus Pandemic - Veljko Marinković, Jovana Lazarević, Dražen Marić

Entrepreneurship in Conditions of Digital Business Transformation - Jasmina Hajnrih

Specifics of Corporate Social Responsibility in the Financial Sector - Dejana Zlatanović, Bojana Tošić, Jelena Nikolić

Resource Use and Food Security in the Republic of Serbia - Mina Kovljenić, Jelena Nestorov Bizonj

Influence of the Social Media on Choosing the Destination - Ivana Marković, Biljana Rabasović, Marina Janković Perić

Preparing for the Worst: Rising Food Prices in Serbia - Tatjana Brankov

Potentials of Apple Exports from the Republic of Serbia - Marija Jeremić, Bojan Matkovski, Dragan Ivanišević

Forms of State Aid and the Importance of its Regulation - Patricia Holzerova,  
Zuzana Cikova

New Common Agricultural Policy of the European Union (2023-27) and  
Potential Implications on Serbian Agriculture - Luna Vodana Jović, Danilo Đokić,  
Stanislav Zekić

The Choice of Studying Digital Marketing in the Context of Students' Ability  
Factors - Ines Đokić, Nikola Milićević, Nenad Đokić

Business Strategies Effects on Serbian Dairy Plant Efficiency - Rade Popović,  
Dalibor Panić

Municipal Bonds as a Way of Financing Local Governments in the Republic of  
Serbia and Countries of the Region - Pavle Jakšić, Danica Cicmil

11.15 – 13.00  
Session 3  
(Amphitheatre 3)

**Moderator: Otilija Sedlak, University of Novi Sad, Faculty of Economics in Subotica**

Smart Cities and Quality of Life: the Analysis of Perceptions Data - Marija Džunić, Jelena J. Stanković, Srđan Marinković

Analysis of the Impact of the COVID-19 Crisis on the Serbian Labor Market - Stojanka Dakić, Dejan Brcanov

Changes in Working Model According Transformed Work Conditions in the Pandemic - Emilija Gjorgjioska, David Sotiroski, Snezana Obednikovska

Efficiency Based on Smart Company Performances: BoD Analytics in Urban Agenda Context - Jelena Stanković, Ivana Marjanović

Assessing Efficiency Performance in the Serbian Insurance Industry With DEA Model - Boris Radovanov, Aleksandra Marcikić Horvat, Dragan Stojić, Otilija Sedlak, Reka Korhec, Suzana Stojanović

Public Transport Management in Smart Environmental Protection – Case Study of Subotica, Serbia - Dragan Stojić, Tibor Fazekas, Aleksandra Marcikić Horvat, Boris Radovanov, Suzana Stojanović, Otilija Sedlak

Investigation of the Online Press and Commodity Exchange Using Neural Networks - Ákos Barta, Márk Molnár, Zsuzsanna Naárné Tóth

Academia-Industry Relationship in Hungary from the Aspect of the Researchers' Career Path - Éva Pálinkó

Alternative Employment Strategies Before and During COVID Crisis in the EU - József Kárpáti

The Role of Wage Subsidies in the Macedonian Labour Market in the Light of the COVID-19 Crisis - Dimitar Nikoloski, Miroslav Andonovski

11.15 – 13.00  
Session 4 –  
virtual session

**Moderator: Emilija Beker Pucar, University of Novi Sad, Faculty of Economics in Subotica**

Employee Satisfaction in Digital Sales - Jelena Zelenović

The Digital Competences Level of Women Entrepreneurs in the Republic of Serbia - Đina Ivanović, Ivana Domazet, Marija Antonijević

Automation and Digitalization of Business Processes – New Challenges Arising, Inter Alia, from the COVID-19 Pandemic - Blahušiaková Miriama

Digital Marketing in the Function of Sales on the Marketplace - Nedeljko Prdić, Sara Kostić

The Level of Digitalization Before and During The COVID-19 Pandemic In Republic Of North Macedonia - Margarita Janeska, Dejan Zdraveski, Aleksandra Najdoska Aleksoska

Circular Economy in the Function of Overcoming the Crisis Caused by the COVID-19 Pandemic in the Republic of Serbia - Jelena Veljković, Miljana Talić

„The Smart Cities Concept” as One of the Priorities of the Slovak Republic - Kornélia Lovciová

Strategic Framework for Inclusion of Persons with Disabilities in Online (Platform) Work - Milena Lazić, Ivana Domazet, Valentina Vukmirović, Jelena Banović

Exchange Rate Pass-Through Asymmetry: the Case of the Euro-Zone - Stefan Stojkov, Emilija Beker Pucar, Olgica Glavaški, Marina Beljić

The Role of AR Technology in the Era of Pandemic Marketing - Ksenija Mitrović, Anja Jakšić, Jelena Spajić

The Janus Face of Theatre: Marketing Analysis - Dinko Jukić

On-Line Big Data Processing Using Python Libraries for Multiple Linear Regression in Complex Environment - Dijana Jovanoska, Gjorgji Mancheski

Stakeholders Engagement and Performance of Sustainable Information Quality - Laís Fernanda Júlio, Richard N. Oliveira, Fernanda Midori, Selma Oliveira

The Roles of Strategic Alliance, Innovation Capability, and Cost Reduction Towards Customer Loyalty and Firm’s Competitive Advantage - Soebowo Musa

Decision-Making Performance in Smart Companies Driven by Market-Driven Technological Innovations: Do Management Accounting Artifacts Matter? - Selma Oliveira, Antônio P. Mastronardi, Arthur P. L. Oliveira

The Roles of Organizational Culture, Participative Leadership, Employee Satisfaction & Work Motivation Towards Organizational Capabilities - Inezia Aurelia, Soebowo Musa

Positive and Negative Sides of IT Consumerization From the Company's Point of View - Marijana Petrovic

COVID-19: Digital Transformation as a Force for Resilience - Selma Oliveira, Yasmin Castro Leite

Motivation Techniques and Strategic Approach to Motivation in FBIIH Companies - Marija Lasić, Mirela Mabić, Lidija Lesko Bošnjak

The Analysis Of Greenfield FDI and Economic Growth in Western Balkans and Visegrad States - Dajana Ercegovac, Emilija Beker Pucar

Strategic Definition of Direct Economic Effects of Valorization of Mineral Raw Materials from Ore Deposits in Mineral Production - Radule Tošović

Comparative Analysis of Waterfall and Agile Approach to Organisation in the Star Model Context - Anđelka Čarapić, Mladen Čudanov, Ondrej Jaško

The Role of Knowledge-based Technologies and Big Data Analytics in a Pandemic - Olivera Grljević, Zita Bošnjak, Saša Bošnjak

Staffing - Recruitment and Selection Practices in Chosen Countries Worldwide. Examination Of National Culture's Influence On It - Dragana Kijački

13.00 – 14.00

**Lunch break**

14.00 – 15.15

**Panel discussion:** Challenges of Higher Education during and after the Pandemic (Regional Innovation Startup Center, room 301)

Moderator: Radenko Marić, University of Novi Sad, Faculty of Economics in Subotica

Keynote speaker: Milenko Krajišnik, University of Banja Luka, Faculty of Economics

15.15 – 15.45

**Coffee break**

15.45 – 17.00

**Panel discussion:** Free Zones in Serbia and Regional Economic Development (Regional Innovation Startup Center, room 301)

Moderator: Vladan Stojanović, Free Zone Pirot

Keynote speaker: Jasmina Štambuk, Ministry of Finance, Free Zones Administration



17.00 – 17.30

**Coffee break**

17.30 – 18.30

**Panel discussion:** Challenges of Foreign Investors Caused by Disturbances in Global Supply Chains (Regional Innovation Startup Center, room 301)

Moderator: Dragan Nagulić, Plastikcameast

Keynote speaker: Slobodan Anić, Ametek

19.30

**Dinner**

Majkin salaš, Palić, Subotica