

CONFERENCE AGENDA

9:00 – 9:30	Registration
9:30 – 10:30	<p>Nikolina Vrclj, Association of Economists and Managers of the Balkans, Belgrade – Serbia</p> <p>Doc. dr. Suzana Laporšek, Associate Dean, Faculty of Management Koper, University of Primorska, Slovenia</p> <hr/> <p>Prof. dr Rasto Ovin, Dean, DOBA Faculty Maribor, Slovenia</p> <p>Prof. dr Anita Maček, FH JOANNEUM, University of Applied Sciences, Graz, Austria, DOBA Faculty, Maribor, Slovenia</p> <p>MAKING STUDENTS OF BUSINESS TO CONSULT MACROECONOMIC THEORY</p> <hr/> <p>Doc. dr. Klemen Širok, Faculty of Management Koper, University of Primorska, Slovenia</p> <p>I-PROS IN SLOVENIA</p> <hr/> <p>Prof. dr Lorena Škuflić, Faculty of Economics and Business, Department of Economic Theory, University of Zagreb – Croatia</p> <p>TRŽIŠNE STRUKTURE I PERFORMANSE NA PRIMJERU USLUŽNOG SEKTORA HRVATSKE</p>
10:30 – 11:30	<p>HEDONIC MOTIVATION IN THE PROCESS OF ACCEPTANCE AND USE OF TECHNOLOGICAL PRODUCT - COMPARATIVE RESEARCH ON THE OLDER AND YOUNGER GENERATIONS IN POLAND</p> <p>Sylwia Badowska, PhD, lecturer (adjunct) at Department of Marketing, University of Gdansk, Faculty of Management, Marketing Department, Sopot, Poland</p> <hr/> <p>SISTEM ZAŠTITE OD PRIRODNIH NEPOGODA U PROSTORNIM PLANOVIMA U SRBIJI</p> <p>Prof. dr Dejan Filipović, dekan, Univerzitet u Beogradu - Geografski fakultet, Beograd, Srbija</p> <p>Prof. dr Velimir Šećerov, Univerzitet u Beogradu - Geografski fakultet, Beograd, Srbija</p> <hr/> <p>MEASURING THE MARKETABILITY DISCOUNT USING THE INTERVALLING EFFECT IN ESTIMATING BETAS OF STOCKS WITH DIVERGING LIQUIDITY</p> <p>Stefan O. Grbenic, Ph.D., Assistant Professor, Institute of Business Economics and Industrial Sociology, Department of Management Control, Accounting and Finance, Graz University of Technology, Austria</p> <p>Bernd M. Zunk, Ph.D., Associate Professor, Institute of Business Economics and Industrial Sociology, Department of Industrial Marketing, Purchasing and Supply Management, Graz University of Technology, Austria</p> <hr/> <p>HOUSEHOLD HEALTH EXPENDITURES AND GDP OF THE REPUBLIC OF BULGARIA - SEARCHING FOR AN EMPIRICAL MODEL</p> <p>Assoc. Prof. Nikolay Atanasov, Phd, Medical University Plovdiv, Faculty of Public Health, Department of Health Management and Health Economics, Bulgaria</p> <hr/> <p>THE DIGITAL ECONOMY IN CENTRAL AND EASTERN EUROPEAN COUNTRIES (CEEC) – THE CASE OF POLAND</p> <p>Karolina Olszewska, Assistant Professor, Institute of International Studies, University of Wroclaw, Poland</p> <hr/> <p>LIQUIDITY OF REAL SECTOR ENTERPRISES IN THE REPUBLIC OF MACEDONIA AND POSSIBILITIES FOR IMPROVEMENT</p> <p>Neda Petroska -Angelovska, Ph.D, associate professor, Institute of Economics Skopje</p> <p>Marija Ackovska, Ph.D, associate professor, Institute of Economics Skopje</p>
11:30-12:00	Coffee break

<p>12:00-14:00</p> <p><i>First parallel plenary session</i></p> <p><i>Conference room AB</i></p> <p>Moderators:</p> <p>1. Tatjana Horvat, PhD, Assistant Professor, Faculty of Management, University of Primorska, Slovenia</p> <p>2. Stefan O. Grbenic, Ph.D., Assistant Professor, Institute of Business Economics and Industrial Sociology, Department of Management Control, Accounting and Finance, Graz University of Technology</p> <p>3. Ulas Akkucuk, PhD, Associate Professor, Bogazici University, Istanbul, Turkey</p>	<p>GLOBALIZATION CHALLENGES IN SLOVENIAN TOURISM SECTOR: FROM DRIVE IN TO FLY IN DESTINATION Andrej Raspor, PhD, School of Advanced Social Studies, Nova Gorica, DOBA Faculty of Applied Business and Social studies Maribor, Prešernova 1 2000 Maribor mag Mia Miše, MBA, Lecturer of Entrepreneurship and Intercultural Management, DOBA Faculty of Applied Business and Social studies Maribor, Prešernova 1 2000 Maribor</p> <hr/> <p>POLOŽAJ TURIZMA U FISKALNOM SISTEMU BOSNE I HERCEGOVINE Prof. dr Duško Šnjegota, Ekonomski fakultet Univerzитета u Banjoj Luci, Majke Jugovića 4, Banja Luka Branka Milošević Šnjegota, MSc, doktorant, Fakultet za poslovne i finansijske studije Univerzитета za poslovne studije u Banjoj Luci, Jovana Dučića 23a, Banja Luka</p> <hr/> <p>EKONOMSKI MODELI IN UČINKI VREDNOTENJA NWFP GOZDA V TURISTIČNE NAMENE Darija Cvikl, Ph.D. student, Univerza na Primorskem, Turistica – Fakulteta za turistične študije, Obala 11a, 6320 Portorož Assoc. Prof. Dr. Gordana Ivankovič, Univerza na Primorskem, Turistica – Fakulteta za turistične študije Obala 11a, 6320 Portorož</p> <hr/> <p>TAI CHI CHUAN IN WORKING LIFE; A SAMPLE OF FIELD EXPERIMENT Umut Denizli, PhD student, research assistant, Dokuz Eylul University Dokuzcesmeler Campus, Buca, Izmir, Turkey</p> <hr/> <p>STRUCTURAL MISMATCHES IN THE LABOUR MARKET IN THE REPUBLIC OF SERBIA Gordana Marjanović, vanredni profesor, Faculty of Economics, University of Kragujevac, Djure Pucara Starog 3, 34000 Kragujevac, Republic of Serbia Ljiljana Maksimović, redovni profesor, Faculty of Economics, University of Kragujevac, Djure Pucara Starog 3, 34000 Kragujevac, Republic of Serbia Vladimir Mihajlovic, asistent, Faculty of Economics, University of Kragujevac, Djure Pucara Starog 3, 34000 Kragujevac, Republic of Serbia</p> <hr/> <p>SUSTAINABLE DEVELOPMENT OF THE REGIONS IN THE CONTEXT OF GLOBALIZATION Žanna Arkadevna Mingaleva, director, Center for Sustainable Development of Research and Innovation Processes; professor of economics and management of industrial production at the Perm National Research Polytechnic University, Perm, Russia</p> <hr/> <p>INTERNAL AUDITING OF USING REVENUE IN PUBLIC EDUCATION INSTITUTION Tatjana Horvat, PhD, Assistant Professor, Faculty of Management, University of Primorska, Slovenia, Cankarjeva 5, 6000 Koper</p> <hr/> <p>THE CUSTOMER IS (NOT) ALWAYS RIGHT Vesna Čanadi, bacc. oec., University of Vienna, Universitätsring 1, 1010 Vienna, Austria Mirjana Trstenjak, mag. oec., Polytechnic of Međimurje in Čakovec, Bana Josipa Jelačića 22a, 40 000 Čakovec, Hrvatska Andrijana Kos Kavran, mag. oec., Polytechnic of Međimurje in Čakovec, Bana Josipa Jelačića 22a, 40 000 Čakovec, Hrvatska</p> <hr/> <p>INTELLECTUAL PROPERTY LAW AND PROFITABLE "FAN-LABOR" PRODUCTS Vivian Mohr, študentka dodiplomskega študija prava in poslovne administracije (LLB and BBA double degree), IE University v Španiji</p> <hr/> <p>ENHANCING ENTREPRENEURIAL COMPETENCE AS A PRECONDITION FOR THE GROWTH OF THE REGIONAL ECONOMY Irina Mikolaevna Marvina, Assistant of the Department of Personnel Management and Psychology of the Institute of Humanitarian Sciences and Arts of the Ural Federal University named after the first President of Russia Boris N. Yeltsin Anna Dmitrievna Mingaleva, student at Higher School of Economics and Management of the Ural Federal University named after the first President of Russia BN Yeltsin</p>
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	<p>ENVIRONMENTAL COST IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT Ivan Reiner mag. Iur, Teaching Assitent, Faculty of Law, University of Zagreb Gundulićeva 10, Zagreb 10000 Sonja Cindori, Ph.D., Associate Professor, Department of Financial Law and Financial Science, Faculty of Law, University of Zagreb, Čirilometodska ulica 4, Zagreb 10000</p> <hr/> <p>CLIMATE CHANGE GOVERNANCE IN THE EUROPEAN UNION Monika Adamczak-Retecka, Ph. D., Assistant Professor at the Department of European Union Law and Comparative Law, Faculty of Law and Administration, University of Gdańsk, Poland</p> <hr/> <p>UTJECAJ I IMPLIKACIJE EUROPSKOG UPRAVNOG PRAVA NA NACIONALNE UPRAVNE SUSTAVE S NAGLASKOM NA HRVATSKI UPRAVNI POSTUPAK dr. sc. Ana Đanić Čeko, poslijedoktorandica, Pravni fakultet Sveučilišta J. J. Strossmyera u Osijeku Stjepana Radića 13, 31 000 Osijek doc. dr. sc. Višnja Lachner, docentica, Pravni fakultet Sveučilišta J. J. Strossmyera u Osijeku Stjepana Radića 13, 31 000 Osijek</p>
<p>12:00-14:00</p> <p><i>Second parallel plenary session</i></p> <p><i>Conference room J</i></p> <p>Moderators: 1. Armand Faganel, Head of the Marketing Department, University of Primorska</p> <p>2. dr Anton Vorina, višji predavatelj, Ekonomska šola Celje, Višja strokovna šola, Celje, Slovenija</p> <p>3. Borislava Stoimenova, Assistant Professor, PhD, University of National and World Economy, Bulgaria, Sofia</p>	<p>THE ANALYSIS OF INDUSTRIAL AND EXPORT OPPORTUNIES OF MACEDONIAN ECONOMY Darko Lazarov, PhD, Assistant Professor, University Goce Delcev, Faculty of Economics, Stip Krste Misirkov no.10-A, Stip, Republic of Macedonia Mitko Kocovski, PhD, Director of Strategic planing depertmant at Makstil a.d Skopje, 16 Makedonska brigada, 18, Skopje, Republic of Macedonia Aleksandar Konotar, MSc, Teaching Assistant at the Mediterranean Univeristy, Podgorica, Vaka Đurovića bb, 81000, Podgorica, Montenegro</p> <hr/> <p>PRIKAZ RENTABILNOSTI INSTRUMENTA ZA MERJENJE TELEKOMUNIKACIJSKIH VODOV Darko Pirtovšek, Mag. Darko Pirtovšek, predavatelj, ŠCC - Višja strokovna šola Celje Partizanska cesta 22, 3000 Celje Boris Rajšter, projektni menedžer, predavatelj, Epromar d.o.o. Celje, Ul. Frankolovskih žrtev 88, 3000 Celje</p> <hr/> <p>MANAGEMENT OF BLENDED LEARNING IN SERBIA Samir Ljajic, PHD student, University of Novi Pazar, Novi Pazar, Serbia, Dimitrija Tucovica bb, 36 300 Novi Pazar, Serbia Danica Pirsl, holds a PhD degree, University of Nis, Nis, Serbia, Carnojevica 10a Dragana Randjelovic, PhD degree in Law, University of Novi Pazar, Novi Pazar, Serbia, Dimitrija Tucovica bb, 36 300 Novi Pazar, Serbia</p> <hr/> <p>KEY FACTORS OF SUCCESSFUL CRM INTRODUCTION IN THE GAMING INDUSTRY Armand Faganel, Head of the Marketing Department, University of Primorska Mitja Costantini, Sales and Marketing Manager, TTK Ltd Srpenica 1, Slovenia Patrizia de Luca, Associate Professor of Marketing, University of Trieste, Via dell'Università 1, 34127 Trieste, Italia</p> <hr/> <p>FDI IMPACT ON TRADE IN THE VISEGRAD GROUP COUNTRIES Leon Olszewski, professor emeritus, Head of the Department of Management, University of Business in Wroclaw, Poland, Ostrowskiego 22 Street, 53-238 Wroclaw, Poland Pawel Dobrzanski, Assistant Professor, Wroclaw University of Economics, Poland, Komandorska Street 118/120, 53-345 Wroclaw, Poland</p>

	<p>KAKO SE JE RAZVIJALA DEFINICIJA O ZAVZETOSTI ZAPOSLENIH SKOZI ZGODOVINO Anton Vorina, višji predavatelj, Ekonomska šola Celje, Višja strokovna šola, Mariborska 2, 3000 Celje Miro Simonić, višji predavatelj, Fakulteta za komercialne in poslovne vede Celje Nevena Vrclj, doktorant, Društvo ekonomistov in menedžerjev na Balkanu, Ustanička 179, 11000 Beograd</p>
	<p>BRAND IDENTITY MANAGEMENT: THE CASE OF ORGANIC PERSONAL CARE AND COSMETICS BRANDS Borislava Stoimenova, Assistant Professor, PhD, University of National and World Economy, Bulgaria, 1700 Sofia, Studentski grad „Hr. Botev“</p>
	<p>ПРИНОС НА РИЗИЧНО ПОНДЕРИРАНА АКТИВА (RORWA) КАКО ОСНОВА ЗА НОВ ПРИСТАП ВО УПРАВУВАЊЕТО СО БАНКИТЕ – СЛУЧАЈОТ НА ЗЕМЈИТЕ ОД ЗАПАДЕН БАЛКАН Stefan Stojchevski, MSc, Ekonomski Fakultet – Skopje, Ul. Kocho Racin, 75 - Probistip – Macedonia Gjorgji Gockov, PhD, associate professor, Ekonomski Fakultet – Skopje, Ul. Kocho Racin, 75 - Probistip - Macedonia</p>
	<p>MANAGEMENT OF SELF-REGULATION IN ADVERTISING AND PR: THE FUTURE TRENDS Alexander Christov, Chief assist. Prof, PhD, University of National and World Economy 1700 Sofia, Studentski grad, UNWE, room 3016</p>
	<p>AN APPLIED STUDY ON WOMEN’S POVERTY IN TURKEY IN THE CONTEXT OF THE CAPABILITY APPROACH Senem Kurt Topuz, Abant Izzet Baysal University, Faculty of Economics & Administrative Sciences, Department of Public Administration, Golkoy Campus Bolu-Turkey Assist.Prof.Dr. Hülya Erkanlı, Abant Izzet Baysal University, Faculty of Economics & Administrative Sciences, Department of Public Administration, Golkoy Campus Bolu-Turkey, TR14280, Bolu, TURKEY</p>
	<p>UPRAVLJANJE S PRODAJNIM PROSTOROM V ŽIVILSKIH PRODAJALNAH VELIKIH TRGOVSKIH VERIG Mag. Zdenka Grlica, univ. dip. ekon., Ekonomska šola celje, Višja strokovna šola, Mariborska cesta 2, 3000 Celje</p>
	<p>EFFICIENCY OF MANAGERIAL PRACTICES IN SLOVENIA AND ITS MAIN EXPORT PARTNERS IN THE GLOBAL COMPETITIVENESS FRAMEWORK Dr. Amadea Dobovišek Publi Una, d.o.o. Ljubljana, Dvořákova ulica 8, 1000 Ljubljana Pedja Ašanin Gole, višji predavatelj DOBA Fakulteta za uporabne poslovne in družbene študije Maribor, Prešernova ulica 1, 2000 Maribor</p>
14:00-15:00	Lunch

15:00-17:00	ENTREPRENEURSHIP ON FAMILY FARMS Anita Silvana Ilak Peršurić, Ph.D., Scientific advisor, THE INSTITUTE OF AGRICULTURE AND TOURISM K. HUGUES 8, 52440 POREČ
<i>Third plenary session</i> <i>Conference room AB</i>	MIDDLE INCOME TRAP. THE CASE OF POLAND Pawel Dobrzanski, Assistant Professor, Wroclaw University of Economics, Poland, Komandorska Street 118/120, 53-345 Wroclaw, Poland
Moderators: 1. Venelin Boshnakov , University of National and World Economy, UNWE, Bulgaria	BUSINESS ENVIRONMENT AND DYNAMICS OF CONSTRUCTION SECTOR IN BULGARIA Dr. Venelin Boshnakov, Associate Professor, University of National and World Economy, UNWE, Studentski Grad, 1700 Sofia, Bulgaria
2. Maja Meško , Associate Professor, Faculty of Management, University of Primorska, Slovenia	COMPLEXITY VIEW ON NEW TECHNOLOGICAL INNOVATIONS AND THEIR IMPLICATIONS IN ORGANIZATIONAL CHANGES Maja Meško, Associate Professor, Faculty of Management, University of Primorska, Cankarjeva 5, 6000 Koper Vasja Roblek, Research Assistant, Fizioterapevtika Bogatajeva 15, Medvode
3. dr. Amina Nikolajev , docentica, Pravni fakultet Univerziteta u Sarajevu, BIH	THE ATTRIBUTES OF EFFECTIVE AUDIT COMMISSION FOR IMPROVING THE QUALITY OF CORPORATE GOVERNANCE IN SERBIA AND MONTENEGRO: FROM THE HARMONISATION OF NATIONAL REGULATIONS TO PRACTICE IMPROVEMENT Luka M. Filipović, dipl. ek., master, Beogradska poslovna škola-Visoka škola srukovnih studija, Kraljice Marije 73, 11000 Beograd, Srbija Zoran Đorđević, dipl. ek., master, Ministarstvo odbrane Republike Srbije, Nemanjina 15, 11000 Beograd, Srbija Igor Pavićević, dipl. ek., master, Institut sertifikovanih računovođa Crne Gore, Vukašina Markovića 114, 81110 Podgorica, Crna Gora
	ULOGA I ZNAČAJ INVESTICIJA ZA PRIVREDNI RAZVOJ ZEMALJA ZAPADNOG BALKANA Sanja Jakovljević, MA, Univerzitet za poslovne studije, Jovana Dučića 23a, 51 000 Banja Luka, Bosna i Hercegovina Tatjana Klincov Vujaković, MA, Univerzitet za poslovne studije, Jovana Dučića 23a, 51 000 Banja Luka, Bosna i Hercegovina Dragana Kalabić, dipl. ecc., Vexpert OG, Registration Office Allianz, Clementinengasse 10/5b, 1150 Vienna, Austria
	CONSTITUENTS OF TRANSPARENCY IN TURKISH PUBLIC ADMINISTRATION: A REVIEW OF THE LAW ON THE RIGHT TO INFORMATION NO. 4982 Melek Busem OZTEKIN, Research Assistant, MSc, Trakya University, Faculty of Economics and Administrative Sciences, Department of Public Administration, 22030, Merkez/Edirne Emre AKCAGUNDUZ, Research Assistant, PhD student, Istanbul University Faculty of Political Sciences, Political Sciences and Public Administration Department, Gulhane Campus, Fatih/Istanbul
	SELEKCIJA HIDROELEKTRANA REPUBLIKE SRBIJE NA BAZI OSNOVNIH PARAMETARA TURBINA PRIMENOM VIŠEKRITERIJUMSKOG ODLUČIVANJA Žarko Rađenović, student doktorskih studija, Ekonomski fakultet, Univerzitet u Nišu, Republika Srbija Tatjana Boshkov, PhD, assistant professor, Faculty of Tourism and Business Logistics, "Goce Delcev" University – Stip, Macedonia Anđela Pantić, student master studija, Mašinski fakultet, Univerzitet u Nišu, Republika Srbija

	<p>THE IMPACT OF INFORMATION AND COMMUNICATIONS TECHNOLOGIES ON INNOVATIONS dr. Denis Tomše, Faculty of Commercial and Business Sciences, Celje, Lava 7, 3000 Celje dr. Boris Snoj, Retired Professor of Marketing, Faculty of Economics and Business, Razlagova 4, 2000 Maribor</p>
	<p>CONTEMPORARY CHALLENGES OF ECOLOGICAL MIGRATION Željko Babić, MA, lecturer, Belgrade Business School – Higher Education Institution for Applied Studies, Belgrade, 73 Kraljice Marije St. Bojana Živković, MSc demographer, student at Faculty for Business and Law, Belgrade, 33 Knez Mihajlova St.</p>
	<p>IN SEARCH OF IDENTITY: TERRITORIAL EXPANSION AND ADMINISTRATIVE DEVELOPMENT OF A CROSSROAD CITY Pop Ruxandra, Architect, PhD student, Technical University of Cluj-Napoca - Faculty of Architecture and Urban Planning Observatorului street 72-76,400500 Cluj-Napoca, ROMANIA Agachi Mihaela Ioana Maria, Architect, Full Time Professor, Head of Department of Urban Planning, Technical University of Cluj-Napoca - Faculty of Architecture and Urban Planning Observatorului street 72-76,400500 Cluj-Napoca, ROMANIA</p>
	<p>VISUALIZING GLOBAL SUPPLY CHAIN RESEARCH BETWEEN 1995 AND 2016: A SCIENTOMETRIC ANALYSIS Serdar Semih Coskun, Ph.D. candidate, research assistant, Istanbul University, Faculty of Economics, Department of Business Administration, 34119, Beyazit-Fatih-Istanbul Halim Kazan, full-time professor, Istanbul University, Faculty of Economics, Department of Business Administration, 34119, Beyazit-Fatih-Istanbul</p>
	<p>THE TRADITIONAL ARCHITECTURE AS SOURCE OF INSPIRATION FOR DESIGN OF THE CONTEMPORARY ARCHITECTURE FROM TRANSYLVANIA, ROMANIA Ditoiu Nina-Cristina, arch. Ph. D. student, Technical University of Cluj-Napoca, Romania Observator 34-36, Cluj-Napoca, Cluj County, Romania Mihaela Ioana Maria Agachi, Prof. Ph. D. habil. arch., Technical University of Cluj-Napoca, Romania Observator 34-36, Cluj-Napoca, Cluj County, Romania</p>
17:00	Conference closure