

**V International Symposium
ENGINEERING MANAGEMENT AND COMPETITIVENESS (EMC 2015)**



Symposium Program*

Place and time of the Symposium:

Conference dates are Friday and Saturday, June 19 - 20, 2015.

Presentations are scheduled in sessions with 15 minute slots per paper (10 minutes presentation, 5 minutes questions and answers) at Hotel "Vojvodina", Trg slobode 3, Zrenjanin.

Friday, 19th June 2015

Hotel "Vojvodina", Trg slobode 3, Zrenjanin

Registration (9.00 - 10.00h)

Opening ceremony and Plenary session (10.00 - 12.00h, Main Hall)

Plenary session

Ali Reza Afshari, Dragan Čočkalović, Mohammad Anisseh
GROUP FUZZY LINGUISTIC MCDM MODEL IN THE PROJECT MANAGER SELECTION

Mohammad Anisseh, Mohammad Reza Shahraki, Ali Reza Afshari
A FUZZY EXTENSION OF BORDA METHOD FOR GROUP DECISION MAKING

László Szabó, Nóra Rodek Berkes
THE CONNECTION BETWEEN CORPORATE SOCIAL RESPONSIBILITY AND
QUALITY MANAGEMENT

Zoltán Varga
SIMILARITY SEARCHING MODEL WITH EXCEL

* The organizer allows the possibility of changes in the program, in accordance with the specific requirements of the authors and the technical and time constraints of the Symposium. That is why we encourage the authors to communicate their specific requirements at registration.

Dragan Čockalo, Dejan Đorđević, Cariša Bešić, Srđan Bogetić, Edit Terek
CORPORATE SOCIAL RESPONSIBILITY AND COMPETITIVENESS OF
SERBIAN ECONOMY - THE ANALYSIS OF FIVE-YEAR RESEARCH RESULTS

Larisa Nikitina, Dmitry Borzakov
A CONCEPT OF CREATING SHARED VALUE: OPPORTUNITIES AND THREATS OF
REALIZATION

Coffee break (12.00 – 12.30)

Sessions A, B, C (12.30 – 14.00)

Session A: MANAGEMENT AND OPERATION MANAGEMENT

Zorana Antić, Srđan Bogetić
FOOD INDUSTRY WORKERS' ATTITUDES ON THE IMPORTANCE OF
FACTORS AFFECTING FOODSTUFF QUALITY MANAGMENT

Senka Bengin, Biljana Ratković Njegovan
ORGANIZATION MODEL OF THE MEDIA MONITORING COMPANY IN
THE CASE OF PARTIAL PRINT MEDIA DIGITALISATION

Srđan Bogetić, Marijana Vidas Bubanja, Snežana Lekić
IMPROVING THE QUALITY OF TRAFFIC COMPANIES AIMED AT
COMPETITIVENESS DEVELOPMENT

Milena Cvjetković, Dragoljub Ilić, Smiljkic Predrag
KEY FACTORS OF IMPROVING BUSINESS AND COMPETITIVENESS OF
DOMESTIC ENTERPRISES

Dejan Đorđević, Milenko Čeha, Snežana Bešić
BUSINESS QUALITY IMPROVEMENT AS KEY FACTOR OF
COMPETITIVENESS OF SERBIAN COMPANIES

Dejan Đorđević, Dragan Čockalo, Cariša Bešić, Melita Čockalo-Hronjec
THE ADOPTION OF QUALITY ASSURANCE SYSTEMS IN SERBIAN
AGRO-FOOD INDUSTRY

Peter Harmath, Radmila Stojanović
MANAGEMENT EXPERIMENTS WITH SIMULATED – ARTIFICIAL
BUSINESS ENVIRONMENT

Živko Kotevski, Bojan Jovanoski, Robert Minovski
SIMULATION MODEL FOR IMPROVED PRODUCTION PLANNING AND
CONTROL THROUGH QUALITY, CYCLE TIME AND BATCH SIZE MANAGEMENT

Vladan Paunović, Jasmina Vesić Vasović, Miroslav Radojičić, Zoran Nešić
A RESEARCH ON THE EFFECT OF THE PARALLEL TYPE OF PRODUCTION
OF THE SERIES ON THE LENGTH OF THE PRODUCTION CYCLE AND
ON THE UTILIZATION OF THE MACHINES CAPACITY

Miroslav Radojičić, Jasmina Vesić Vasović, Zoran Nešić
ONE APPROACH TO THE ANALYSIS OF IMPACT OF SHIFT-WORK
INTRODUCTION ON UNIT COSTS IN SERIAL PRODUCTION

Mila Zakin, Nikola Petrov, Sanja Stanisavljev, Željko Stojanović
STRATEGIC IMPORTANCE OF COMMUNICATION IN THE E-BUSINESS PROCESS

Session B: HUMAN RESOURCE MANAGEMENT

Nemanja Berber, Agneš Slavić
THE CHANGES OF HRM IN MNCS' SUBSIDIARIES IN SERBIA:
A COMPARATIVE ANALYSIS BASED ON TWO SUCCESSIVE CEEIRT RESEARCHES

Snežana Bešić, Đuro Kovačević
THE ROLE OF LEADERSHIP BEHAVIOUR IN ACCOMPLISHING
BUSINESS EXCELLENCE OF DOMESTIC BUSINESSES

Snezana Đorđević, Jasmina Vesić Vasović, Miroslav Radojičić, Đorđe Mihailović, Zoran Nešić
MANAGERIAL DECISION-MAKING IN THE FUNCTION OF
EFFICIENT SCHOOL MANAGEMENT

Bojana Gligorović, Edit Terek
THE IMPORTANCE OF NONVERBAL COMMUNICATION IN
BUSINESS ENVIRONMENT

Smiljka Kovačević, Dragica Ivin
LEADERSHIP AND EMOTIONAL INTELLIGENCE IN RELATION TO LEADERSHIP

Nikola Nikolić, Nenad Dajić
REWARDING WORKERS IN A COMPAN

Dragana Sajfert, Ješa Kreiner, Milan Nikolić, Edit Terek, Milorad Živković
RESEARCH ABOUT THE IMPACT OF LEADERSHIP ETHICS ON THE
IMPLEMENTATION OF KNOWLEDGE MANAGEMENT IN COMPANIES IN SERBIA

Srećko Stamenković, Biljana Ratković Njegovan
THE IMPACT OF PROCEDURAL JUSTICE ON HUMAN RESOURCES MANAGEMENT
IN THE ORGANIZATION IN SERBIA

Sanja Stanisavljev, Mila Zakin, Branko Markoski, Nikola Petrov
ORGANIZATIONAL CHANGE MANAGEMENT

Sanja Stanisavljev, Branko Markoski, Nikola Petrov, Željko Stojanović
MODERN KNOWLEDGE ORGANIZATION

Biljana Stankov, Milijana Roganović, Ana Spasojević
HIGHER EDUCATION AND TRAINING AS A PILLAR OF COMPETITIVENESS
OF SERBIAN ECONOMY

Ljiljana Stošić Mihajlović
MANAGEMENT SKILLS AND LEADERSHIP - THEIR INFLUENCE ON
CREATING SUSTAINABLE COMPETITIVE ADVANTAGE

Edin Strukan, Siniša Mitić, Denis Fazlić
RESEARCH ON THE SIGNIFICANCE OF LEADERSHIP SKILLS FOR
MANAGERIAL DECISION MAKING PROCESS

Edin Strukan, Milan Nikolić, Siniša Mitić
THE SIGNIFICANCE OF MANAGER'S CREATIVITY FOR MANAGEMENT,
DEVELOPMENT AND EFFECTIVENESS OF HUMAN RESOURCES

Nada Vignjević Đorđević, Bratislav Stanković, Senadin Plojovic
CROSS-BORDER COOPERATION AND INTERNATIONAL EXCHANGE - REQUIRED
SKILLS AND KNOWLEDGE OF MODERN ENTREPRENEURSHIP IN THE BALKANS

Mila Zakin, Ljiljana Radovanović, Predrag Mošorinski, Mila Đurica Lapadat
FUNCTION OF HUMAN RESOURCES IN THE PURPOSE OF IMPROVING
THE KNOWLEDGE MANAGEMENT

Session C: MARKETING AND MARKETING MANAGEMENT

Nataša Aleksić, Aleksandar Mišković
BUSINESS COMMUNICATION AS SUPPORT OF RELATIONS WITH THE
PUBLIC THROUGH THE FORM OF PROMOTION IN HIGHER EDUCATION

Dalibor Bubnjević
THE PERSPECTIVE OF PERSONAL SELLING IN THE 21st CENTURY

Viktorija Filipov, Dino Rac
THE IMPACT OF ERP SYSTEMS ON SUPPLY CHAIN MANAGEMENT

Jovana Ivančević, Milan Radaković, Jelena Vitomir
SOCIAL NETWORKS - MARKETING PLATFORM OF THE FUTURE

Antonija Kadarijan
MARKETING STRATEGIES OF ATTRACTING AND WINNING CONSUMERS –
MARKETING IN SML COMPANIES

Mirjana Kovačević
THE FUTURE OF MEDIA SYSTEMS IN TERMS OF EXPANSION OF AUDIO,
VIDEO AND INFORMATION TECHNOLOGY (AVIT)

Nikola Milićević
LOGISTICS AS A COMPONENT OF CUSTOMER SERVICE

Milan Nikolić, Maša Magzan, Edit Terek, Bojana Gligorović
LOBBYING AS AN ACTIVITY OF PUBLIC RELATIONS

Ljiljana Stošić Mihajlović
STRATEGY FORMULATION UNDER THE INFLUENCE OF THE FORCES
OF COMPETITION

Edit Terek, Dušanka Milanov, Ivan Palinkaš, Bojana Gligorović
THE IMPACT OF SOCIAL MEDIA ON PUBLIC RELATIONS

Bruno Završnik
THE RELATIONSHIP BETWEEN PUBLIC RELATIONS AND FIRM'S EFFECTIVENESS

Lunch (14.00 – 16.00)

Sessions D, E, F (16.00-17.30)

Session D: ECONOMY

Marko Ivaniš
CAPITAL PRICE OF A CORPORATION

Marko Ivaniš, Vladimir Nikolić
HYBRID SOURCES OF FINANCE OF A CORPORATION

Branimir Kalaš, Snežana Milošević
IMPACT OF INTERNATIONAL REGULATION ON CORPORATIVE
PERFORMANCES BANKING SECTOR OF SERBIA AND SEE COUNTRIES

Saša Meza, Dejan Spasić
IMPACT OF PROACTIVE MAINTENANCE EQUIPMENT
PRODUCTION COMPANIES TO INCREASE INSURANCE PREMIUMS

Snežana Milošević, Branimir Kalaš
MANAGEMENT STRATEGY RATIO LIQUIDITY IN FUNCTION OF
THE STABILITY OF SERBIAN BANKING SYSTEM

Nikola Nikolić, Nenad Dajić
RISK MANAGEMENT IN THE BANK OPERATIONS

Miloš Pjanić, Nada Milenković, Jelena Anadrašić
ESTABLISHING AN EFFECTIVE SYSTEM OF RISK MANAGEMENT IN
INSURANCE COMPANIES - SOLVENCY II

Senadin Plojović, Enis Ujkanović, Suad Bećirović, Šemsudin Plojović
TAX ON ASSETS AS A FACTOR OF INCREASING ECONOMIC ACTIVITIES

Lejla Terzić
EVALUATING THE COMPETITIVENESS OF NATIONAL ECONOMIES:
THE CASE OF EU CANDIDATE COUNTRIES

Session E: IT MANAGEMENT

Diana-Aderina Moisuc, Mihai-Constantin Avornicului
ARCHITECTURAL MODEL OF EXPERT SYSTEMS

Predrag Mošorinski, Ivan Palinkaš
VIRTUAL MANUFACTURING – CONCEPT APPLIED IN TECHNICAL SCHOOL
IN ZRENJANIN

Danilo Obradović, Miloš Cvjetković, Bojan Vasović
INFORMATION TECHNOLOGY AND THEIR IMPLEMENTATION IN BUSINESS

Tunjo Perić, Teodor M. Petrović, Slavko Matanović
A GOAL PROGRAMMING PROCEDURE FOR FINANCIAL STRUCTURE
OPTIMIZATION PROBLEM SOLVING

Aurimas Rapečka, Gintautas Dzemyda
A NEW RECOMMENDATION METHOD FOR THE USER CLUSTERING-BASED
RECOMMENDATION SYSTEM

Martynas Sabaliauskas
A ROBUST SVD ALGORITHM FOR ARAP METHOD

Session F: ENVIRONMENTAL AND SAFETY MANAGEMENT SYSTEMS

Danilo A. Đurović
STUDY OF MARITIME ERGOSOFLOGY-CONTRIBUTION TO THE CONSERVATION
AND SUSTAINABLE DEVELOPMENT OF THE WORKING LIFE OF VITALITY
SEAFARERS ON BOARD "LONG VOYAGES"

Jelena Malenović Nikolić, Đorđe Ćosić, Nataša Novaković
ENERGY MANAGEMENT AND ISO 50001

Nataša Novaković, Jelena Malenović Nikolić, Stevan Mušicki
MANAGEMENT SYSTEMS BASED ON THE INTEGRATION OF
ISO STANDARDS AND QUALITY INDICATORS

Goran Ristić, Amelija Đorđević, Dejan Vasović, Stevan Mušicki, Slađan Hristov, Aleksandra Petković
PHARMACEUTICAL WASTE FROM HOUSEHOLDS –
ENVIRONMENTAL RISK MANAGEMENT

Dejan Spasić, Saša Meza
RISK AND DEFINING DAMAGE EVENT IN FORGE SMEDEREVO WITH
CONSEQUENCES ON THE ENVIRONMENT

Dejan Vasović, Stevan M. Mušicki, Goran Ristić
RELIEF OR BURDEN: A CLOSER LOOK AT THE IPPC/IED DIRECTIVE IN SERBIA

Saturday, 20th June 2015

“Zrenjanin Surroundings” – Excursion

Time and details of the excursion will be presented at the Symposium.