



European Academy of Science



Czech Committee for  
Scientific Management



International Scientific Conference  
**Management Development  
in Central and South East Europe**



Belgrade, March 15, 2011 Hyatt Regency

*Dear Colleagues,*

European Management Association from London , Scientific Society for Management from Belgrade,  
European Academy of Science from Vienna, Sales Manager Akademie from Vienna and European University from Belgrade  
have the pleasure to invite you to attend  
European Scientific Conference

### **MANAGEMENT DEVELOPMENT IN CENTRAL AND SOUTH EAST EUROPE**

The Conference is to be held at Hotel Hyatt Regency, Belgrade on March 15th, 2011.

## **Plenary Session**

### OPENING SPEECH

Professor Dr Milija Zecevic Prof. Emeritus, Academician of European Academy of Science from Vienna; Rector of European University - Chairman of the Board

### WELCOME AND KEY NOTE ADDRESS

Professor Dr Branko Kovacevic, Rector of the University of Belgrade and president of University Council and Conference of Serbian Universities

Professor Dr Srdjan Stankovic, Professor Emeritus of the University of Belgrade and president of the National Council for higher education

### PRESENTATIONS OF SCIENTIFIC WORKS

Professor Dr Milija Zecevic Prof. Emeritus, Academician of European Academy of Science from Vienna; Rector of European University - Chairman of the Board  
Paper: Global Management and Global Organizations

Professor Dr Robert Troska (Czech Republic) President of Czech Committee for Scientific Management  
Paper: Development of Scientific Management in Europe / Personal Philosophy in Management

Professor Dr Dumitru Mazilu Romania Ambassador  
Paper: The Main Requirements of Management to Combat the Effects of Global Financial Crisis all over the World including Central and South East Europe

Svetlana Tolmaceva (Chairperson of the Executive Board of Pro Credit Bank)  
Paper: Pro Credit Bank's influence on Management development of SME in Central and Eastern Europe (small and middle -sited enterprises)

11: 00 Break

Professor Dr Slobodan Zecevic (Serbia), European University  
Paper: Reform within the EU

Professor Dr Momir Bulatovic (Montenegro)  
Paper: Negotiations in the Process of the EU Integrations

Professor Dr Miroslav Prokopijevic (Serbia) Institute of European Studies, Belgrade  
Paper: EURO Crisis and its Consequences

Professor Dr Ludvik Toplak (Slovenia) European Center Maribor, Faculty of Law, University of Maribor  
Paper: Management Development in Slovenia - Experience of the EU Integration

Professor Dr Dora Smolic Jurdana (Croatia)  
Management, Tourism and Hospitality Development in Croatia

Professor Dr Pance Jovanovski (Macedonia) Rector of European University, Skopje  
Paper: Integration of Macedonia in EU - Economic and Business Approach

Professor Dr Sabine Schneider (Austria), Sales Manager Akademie  
Paper: Quo Vadis Central - Eastern Europa? Austria as Part of the Development Management of Central Eastern Europe

## **Section 1. European Business and Marketing**

1. Professor Dr Leposava Zecevic  
Development of European Business and Marketing in new Europe
2. Professor Dr Olgica Zecevic – Stanojevic  
International Communication
3. Professor Dr Zoran Simicevic  
Interdependence of Accounting Function and Management in South East Europe
4. Professor Dr Bojana Rilke  
Significance of Ecological Management for the Tourism in Central and South East Europe
5. Professor Dr Dragan Nedeljkovic  
Perspectives and Development of European Business
6. Professor Dr Miodrag Nikolic  
Challenges of Modern Management-Strategic Approach
7. Professor Dr Katarina Simicevic  
Contemporary Trends in Business Prognostics
8. Docent Dr Ana Milenkovic  
Marketing Management
9. Professor Dr Misa Djurkovic  
European Integration Processes - Perspective of the EU Enlargement
10. Andrea Mitovski, MA  
Stress Management and Motivation of Employees
11. Docent Dr Sasa Zecevic  
Impact of the IT Development to Banking Operations Improvement

14: 00 Business Lunch



## Section 2. Engineering Management

1. Professor Dr Ozren Ocic  
Technological and Energy Management in the Oil Industry in Terms of Sustainable Development
2. Professor Dr Nevena Doknic  
International HR Management
3. Professor Dr Branko Djedovic  
Strategy of Engineering Management Development in Creating Competences in Industry
4. Professor Dr Maja Djurovic – Petrovic  
Impact of the Public Management on the State of Innovation Sector in Serbia
5. Professor Dr Boris Stanojevic  
Electronic Business and Contemporary Management
6. Professor Dr Tatjana Sibalija  
European Technology Platforms as a Generator of New Technologies and Innovations
7. Professor Dr Dragan Lakicevic - Methodology of Scientific Reserch
8. Docent Dr Mirjana Kranjac  
Project Management Development in Serbia
9. Docent Dr Marija Lukic  
Leadership and the Process of Lobbying
10. Docent Dr Srdjan Tomic  
Quality Management in Food Industry
11. Docent Dr Tatijana Brankov  
Risk Management and Investments in the Production of Genetically Modified Food
12. Docent Dr Veselin Dickov  
Improvement of Health Management in Serbia

14:00 Business Lunch

## THE LANGUAGE OF THE CONFERENCE - ENGLISH

### SCIENTIFIC COMMITTEE

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Professor Dr Slobodan Zecevic	Professor Dr Tatjana Sibalija
Professor Dr Leposava Zecevic	Professor Dr Claus - Dieter Wielowski

Scientific Committee Secretary, Elizabeta Ivkovic / tel: +381 11 322 5598, www.eu.ac.rs, e-mail: eu@eu.ac.rs

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## European Management Association EMA



European Management Association was established in 1950 as CECIOS - European Management Council the European Chapter of CIOS - The World Management Council. It is an independent, professional NGO; the association is non - profit, non - governmental, non - political and non - religious international organization. EMA has members from most European countries, which include general management associations and institutes, universities all of whom support the mission of EMA in their respective country. EMA has partner organizations in other continents that support the mission of EMA in their respective regions of the world.

Ema is an active network bringing together management professionals and practitioners from across Europe and focuses on all managers within European countries, but especially younger managers, whether in multi - national organizations or small and medium - sized enterprises. Association participates in pan - European projects, with the support of funding from the European Commission, develops and promotes broad, but comprehensive, pan - European standards of competence for managers. EMA aims at the sustainability of management and organizations, and promoting the theory and practice of good corporate citizenship.

## European University

European University, as an educational and scientific institution in cooperation with its members, accomplishes projects for people's better living and business development worldwide.

Strategic projects are given priority in Euro-Atlantic integration programs and development of multinational and translational companies.

Europe is a multicultural and multi-lingual environment including over 40 countries with 70 different languages.

The economy of European Union member states is an unavoidable factor in European economy. With the enlargement of the European Union and the adoption of European Constitution, the dream of integration processes and bringing together all European countries and nations will come true.

## The Sales Manager Academy SMA

The Sales Manager Academy (SMA) can draw on nearly 30 years of experience in adult education. It developed from the Service Management Seminars at the Faculty of Economy in Vienna, which have provided practice-oriented training for managers since 1980s. At present, the SMA has over 1,000 active students and already more than 580 graduates. The aim of education is explicitly practical education and training, which will enable the graduates to achieve the basis for a significant improvement of their professional skills and to create opportunities for advancement in leadership positions.

## European Academy of Science



Enhance the internalization of academic education and professional training;  
Expand international relations in politics and economy in European country interpersonal relationships and the relations between European countries and the United States of America. Strengthen the integration of Europe and the creation of a New Europe.



European  
Management  
Association



European University



SALES MANAGER AKADEMIE

[www.eu.ac.rs](http://www.eu.ac.rs)  
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Management

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