



European University



Belgrade Chamber of
Commerce



European Academy
of Science
Vienna



Scientific Society
for Management
Belgrade



Faculty of Business
and Tourism,
Budva



Sales Manager Akademie
Vienna



ECM

Alma Mater Europaea
European Centre, Maribor



The college of Hotel
Management, Belgrade



MIM - The Center for
European Master and
Doctoral Studies
Budapest



SBERBANK

International scientific conference

MANAGEMENT AND MARKETING DEVELOPMENT IN CENTRAL AND SOUTH-EAST EUROPE



Belgrade, June 10th 2014, Metropol Palace

European University Belgrade is an accredited independent institution of higher education and science which, in compliance with the law of higher education, carries out Bachelor, Master and PhD studies from Social - Humanistic, Technical-Technological field, field of Art and Medicine.

Members of European University are Institut Franco - Americain de Management, Paris, Sales Manager Academie, Vienna, European Academy of Science, Vienna, Institute of European Studies, Belgrade, Albert Schweitzer International University, Geneva, Manhattan Institute of Management, New York- Paris- Budapest, as well as numerous partners: Chamber of Commerce, Belgrade, Scientific Society for Management, Belgrade, The College of Hotel Management, Belgrade, European Mangement Association, London, Faculty of Business and Tourism, Budva, Montenegro, University of Rijeka, Croatia, European centre, Maribor, University of Krems, Austria and other partners.

Vision and strategy of the European University is linking universities, institutes and economies not only at global, world and European level, but also linking universities, institutes and economies of Central and South East Europe. European University in cooperation with its members and partners organizes International Scientific Conference on the topic of:

MANAGEMENT AND MARKETING DEVELOPMENT IN CENTRAL AND SOUTH-EAST EUROPE

June 10, 2014 in Metropol Palace Hotel in Belgrade

Objectives of the conference:

- linking institutions and prominent personalities from the countries of Central and South-East Europe;
- the exchange of ideas and experiences in the development of European and international marketing and management, international tourism and hospitality, as well as the promotion of opportunities for further business cooperation.

Strategic goal of this international scientific conference is the development of economies, promotion of value systems and making the most capable operational managers, middle managers and top managers the carriers of efficient, effective and profitable business in Europe, the world, and especially in Serbia and countries of Central and South - East Europe.

Registration of participants – “Nikola Tesla” Hall

09:00

Opening

10:00

Univ. Prof. Dr. Milija Zečević, Professor Emeritus, Rector of European University, Belgrade, Serbia

WELCOME SPEECHES AND PLENARY SESSION – PRESENTATION OF SCIENTIFIC PAPERS

Ministry of Education, Science and Technological Development

Univ. Prof. Dr. Srđan Stanković, Professor Emeritus, President of National Council for Higher Education

Univ. Prof. Dr. Branko Kovačević, Honorary President of Rectors Council of Universities of Serbia

Dr. Milan Janković, President of Belgrade Chamber of Commerce

Mr. Andreja Mladenović, Deputy Mayor of Belgrade

Valeriy Ovsyannikov, President of Executive Board of Sberbank Serbia
The Influence of Russian Business on the Development of Business in Serbia

Univ. Prof. Dr. Ludvik Toplak, President of ALMA MATER EUROPAEA European Center, Maribor, Slovenia,
Academician of European Academy of Science
The need for education for management and marketing development in Central and South-East Europe

Univ. Prof. Dr. Ivo Armenko, President of Faculty of Business and Tourism, Budva, Montenegro,
Ambassador of Montenegro in Athens
Rural Tourism as a Contemporary Trend in the Development of Tourism in Montenegro and Europe

Prof. Dr. Slavoljub Vičić, The director of The College of Hotel Management, Belgrade
Perspectives of Hotel Industry Development in South - East Europe

11:15 - 11:30 COFFEE BREAK

Univ. Prof. Dr. Vidoje Vujić, Full Professor, University of Rijeka, Faculty of Tourism and Hospitality Management, Opatija, Croatia
Human Development as Basis of Central and South - East Europe Competitiveness*

Alfred Mahdavy, Vice-President of Mod'Art International, Paris, France, Academician of European Academy of Science – Vienna
The Influence of French Business on the Management and Business Development in South-East Europe*

Dr. H.C. Walter Sebeck, MAS, MSc, MBA, Danube University, Krems, Austria, Honorary Doctor of European University
New World Disorder*

Robert Troska, President of Czech Committee for Scientific Management, Czech Republic*

*Scientific papers submitted. Lecturers unable to attend.



- 1. Prof. Dr. Leposava Zečević**
Dean of the Faculty of European Business and Marketing
Topic: *Marketing Management in the function of Global Planning*
- 2. Prof. Dr. Olgica Zečević Stanojević**
Vice Dean of the Faculty of European Business and Marketing
Topic: *Cultural Diversity of Serbia through System of Cultural Dimensions*
- 3. Prof. Dr. Dragan Nedeljković**
Vice Dean of the Faculty of European Business and Marketing
Topic: *Managerial Decisions in the Function of International Business Development*
- 4. Prof. Dr. Bojana Rilke**
Secretary of European Academy of Science, Vienna
Topic: *The Protection of World Heritage and its Importance for Tourism Serbia and the Counties from the Region*
- 5. Prof. Dr. Katarina Simičević**
Topic: *Implementation of Contemporary Methods in the Production of Business Plan*
- 6. Prof. Dr. Ana Milenković**
Topic: *The Use of Digital Media Channels as Support for Business Goals*
- 7. Docent Dr. Marija Lukić**
Topic: *Leadership and Team Management*
- 8. Docent Dr. Goran Džafić**
Topic: *The Influence of the European Union on Economy of Serbia through Prism of Crisis Management*
- 9. Docent Dr. Lidija Zec**
Faculty of European Business and Tourism, Budva
Topic: *Human Resources Management in Tourism with Special Reference to Montenegro*
- 10. Docent Dr. Neda Samardžija**
Topic: *Tourism Development in the Mediterranean*
- 11. Dr Milena Ilić**
Topic: *Public Utilities Enterprises Management of the city of Belgrade*
- 1. Prof. Dr. Maja Đurović - Petrović**
Topic: *Basic Concept of Energy Management System in Republic of Serbia*
- 2. Prof. Dr. Boris Stanojević**
Director of Graduate School of Professional Studies, Information Technologies
Topic: *Cloud Computing experiences and management challenges*
- 3. Prof. Dr. Miodrag Nikolić**
Topic: *The Influence of European Banking on Serbian Economy*
- 4. Docent Dr. Srđan Stojanović,**
Acting director of the Faculty of Pharmacy, Novi Sad
Dr. Med. Sci. Tijana Delić
Topic: *New forms of communication in pharmacy*
- 5. Prof. Dr. Veselin Dickov**
Director of the Institute for Students Health Care, Novi Sad
Topic: *Improvement of Health Management in the Danube Region*
- 6. Docent Dr. Saša Zečević**
Topic: *The Implementation of Standards in the Field of Information Technology and its Influence on the Development of a Financial Institution*
- 7. Docent Dr. Slobodan Milivojević**
Topic: *Information and communication technologies application in development of ship management on the Danube*
- 8. Docent Dr. Vladan Zečević**
Topic: *Strategy for Civil Engineering Development in Serbia*
- 9. Dr. Mirko Tufegdžija, Mg. Dragana Graonić**
University Apeiron, Banja Luka, Bosnia and Herzegovina
Topic: *Directions of Development of Education Management in Bosnia and Herzegovina*
- 10. Dr. Momčilo Stojanović, Đorđe Stojanović, master**
Topic: *Management and the Organisation in Five Star Hotel Operation*
- 11. Dr. Dunja Polovina**
Fresenius Medical Care Serbia d.o.o., Purchasing Manager
Topic: *The Development of the Pharmaceutical Industry in Central Europe*

OFFICIAL LANGUAGE OF CONFERENCE – SERBIAN AND ENGLISH

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Dr Milan Janković, President of Belgrade Chamber of Commerce
Mr Andreja Mladenović, Deputy Major of Belgrade
Valeriy Ovsyannikov, President of Executive Board of Sberbank Serbia
Univ. prof. dr Ludvik Toplak, President of ALMA MATER EUROPAEA European Center, Maribor, Slovenia, Academician of European Academy of Science
Univ. prof. dr Ivo Armenko, President of Faculty of Business and Tourism, Budva, Montenegro, Ambassador of Montenegro in Athens
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Europe is our Present and our Future



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