



European Academy of Science

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EUROPEAN UNIVERSITY BELGRADE



RESEARCH AND DEVELOPMENT INSTITUTE
PROF. DR. MILUJA ZEČEVIĆ



FACULTY FOR EUROPEAN
BUSINESS AND MARKETING



THE CENTER FOR EUROPEAN MASTER
AND DOCTORAL STUDIES BUDAPEST



EUROPEAN CENTER
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International Scientific Conference

DEVELOPMENT OF MANAGEMENT PHILOSOPHY, MARKETING AND CULTURAL DIVERSITY IN CENTRAL AND SOUTHEAST EUROPE



Belgrade, May 10 2022, Metropol Palace Hotel



European Academy of Science

in collaboration with its members
organizes
Symposium on the topic

DEVELOPMENT OF MANAGEMENT PHILOSOPHY IN CENTRAL AND SOUTHEAST EUROPE

***with special emphasis on marketing, cultural heritage, tourism, rural tourism,
agribusiness, environmental protection***

The participants of the Symposium are graduate students of the Faculty of International Management and Faculty of European Business and Marketing (graduate managers, masters of science, masters and participants from other scientific fields).

Welcoming remarks will be given by academics from the European Academy of Sciences based in Vienna, as well as professors from the European University.

Each participant received an invitation letter and a program according to the thematic plan of the Plenary Session, which will be held according to the following schedule:

- 10:15 am to 11:00 am – Plenary session,
- 11:00 am to 11:15 am – Coffee break,
- 11:15 am to 12:15 pm – Plenary session,
- 12:30 to 14:00 pm – Formal lunch.

The Symposium will be held at the Metropol Palace Hotel, Nikola Tesla Hall.

The Symposium is organized to celebrate the 30th anniversary of the **Faculty of International Management, the Franco-American Institute of Management**, and the **20th anniversary of the Faculty of European Business and Marketing**.

With respect
President of the Program Committee
Prof. Milija Zecevic, Professor Emeritus

...

All participants are required to confirm their presence by email: febmeu@gmail.com,
Contact phone 3228304



Univ. Prof. Dr. Milija Zečević

Professor Emeritus

President of the European Academy of Science, Vienna

Rector of European University - Chairman

Introduction Speech

Professor Dr. Milija Zečević was born in Vasojevići, the village of Vinicka, Montenegro, on Nov. 5, 1940. He graduated from the Belgrade University Faculty of Sciences – Department of Mathematics; he achieved his Master of Science degree from the Belgrade Institute of Economic Sciences; and Doctoral degree from the Belgrade University Faculty of Organizational Sciences. Professor

Zečević has organized numerous symposia and scientific gatherings covering the following topics: European Business and Management, American Business and Management, Japanese Business and Management, International Management, International Relations, International Diplomacy, European Integration Processes, Creating New Europe... Prof. Dr. Zečević is the author of more than 200 papers, published in foreign and domestic collection of scientific papers and publications; he has also authored 39 course books in the field of Management, International Management, Mathematics, International Business, International Relationships, European Business, etc.

Rector, Owner and Founder of European University, Belgrade; Commander of World Order of Science - Education - Culture, EAI, Brussels; Grand PhD of Western Philosophy, European Academy of Informatization; Honorary PhD, International University Albert Schweitzer, Geneva; Member of International Diplomatic Academy Senate; Full - time Professor at European Academy of Informatization, Brussels; President of UN Distance Education Board, Vienna; Academician of American Biographical Institute, New York, The Tesla Award for Communication in the Field of Mathematics Education 2017.

* * *

INTERNATIONAL MANAGEMENT

The United States is a world leader in the development of management theory and its practical application. American management is still more advanced today than Japanese, since the Japanese are still sending their managers for training to business schools in the United States. American management is a world standard and many studies are based on how to apply American knowledge and experience to other developed and less developed countries. Interestingly, European managers do not need to adopt management principles like the Japanese, but rather try to adapt to traditional American practice in the areas of strategic planning, decentralization of decision-making, and the motivation system.

In the recent past, a large number of countries have tried to find answers to their problems in economic development, in the application of the management present in the United States. However, a large number of countries have adapted to the, so-called, Japanese management model. Well-known French theorist, Jean-Jacques Saran, winner of major awards for the advancement of American management, believes that some of the Asian countries, thanks to the development of micro technology, have a significant role in world business today. Rapid economic prosperity in regions such as Hong Kong, Singapore, South Korea and Thailand should allow for systematic approaches to management research, given that there is relatively little empirical research in the given field in these countries. We, today in Serbia, should take the example of the management and business development in those countries.

Certainly, the inclusion of the Serbian economy in world economic flows is related to management, management and marketing philosophy, strategic planning, and it will be useful for businessmen and all managers living here to learn more about management principles in European, American and Japanese enterprises.

With respect and gratitude,

*President of Scientific Committee
Rector of European University
University Professor Emeritus Dr. Milija Zečević
Academician of European Academy of Science, Vienna*



Mr. Andreja Mladenović
Deputy Mayor of Belgrade

Welcome speech

Mladenovic was born in Belgrade on 15 March 1975. He is married and has three children. By profession, he is an international manager and a lawyer. He completed his master studies at the European University Faculty of International Engineering Management, and enrolled to doctoral studies with the same university. He is fluent in English. In the period between 2000 and 2004, he served as deputy mayor of Zemun Municipality. In this capacity, he was dealing with issues related to sports and youth, refugee and social problems, and relations with religious communities. Thereafter, between 2004 and 2008, he served as a member of Belgrade City Council. He dealt with sports and youth issues. During this tenure, he also served as Vice President of the Organizing Committee of the European Youth Olympics, the games held in Belgrade in 2007, and as a member of the Executive Committee of the Organizing Board of the Universiade, also organized in Belgrade in 2009. Mladenovic was a member of Zemun Municipal Council between 2000 and 2004. He served as the party whip of the Democratic Party of Serbia at the Belgrade City Council between 2004 and 2008, and also as of 2011 and up to the present. He has been the Democratic Party of Serbia member since its inception in 1994, and served on various posts in the party ranging from a member of the party Executive Board, President of its Youth, spokesperson and chairman of the party Belgrade chapter. The Government of the Republic of Serbia, in November 2013, appointed Mladenovic a member of interim authorities of the Belgrade City Council. Currently serves as the Belgrade deputy mayor.



Assembly of the City of Belgrade



Univ. Prof. Dr. Branko Kovačević

Honorary President of Rectors Council of Serbia

Dean of the Faculty of Electrical Engineering, University of Belgrade

Rector of the University of Belgrade

Welcome speech

Univ. Prof. Dr. Branko Kovačević, Full Member of AESS from 2009, was born in Belgrade, Serbia on 29 June, 1951. He received the B.Sc., M.Sc., and Ph.D. degrees, all from the University of Belgrade in 1975, 1980, and 1984, respectively. From 1975 to 1977 he was a research associate in the Computer Systems Laboratory, Institute Mihailo Pupin, Belgrade. From 1977 to 1981 he was a research fellow in the Department of Automatic Control, Military Institute of Technology, Belgrade. In 1981 he joined the Faculty of Electrical Engineering, University of Belgrade, where he is presently Full Professor, teaching courses in control systems theory and its applications, as well as in signal processing.

He was awarded the Engineers Prize of the Economic Council of Belgrade, the Dušan Mitrović Prize of the Yugoslav Society of Electrical Engineers (ETRAN), the Branko Raković Prize of the Faculty of Electrical Engineering, the Outstanding Research Prize of the Institute of Applied Mathematics and Electronics, the Teaching Prize of the University Students Council; the Prize of Serbian Association for Informatics, the Prize of Association of radio systems engineers, the Prize of Belgrade Alumni and Friends Association, the Prize of Board of European students of Technology (BEST), the Prize of European students of Electrical Engineering (EESTEC), the Vojislav Stanojević Prize and Nikola Tesla award of Serbian association of university professors and scientists, the Mihajlo Pupin award of Foundation Selak, the gold medal of European Economic chamber, the honor President of Friends Association of Serbian and China. He is also a member of IEEE, a member of EURASIP (European Association for Signal Processing), a member of WSAES (World Society and Academy for Engineering and Science), a member of national association for electronics, communications, control and computers named ETRAN, and a full member of Academy of engineering sciences of Serbia and Montenegro. Dr. B. Kovačević is the president of ETRAN Section for Automatic Control, the President of ETRAN Program committee, the president of Serbian Association of electrical engineers, the honour president of the Conference of Serbian Universities and the Editor in chief of the Journal of Automatic Control (published by the Belgrade University Press). He is also a reviewer of IEEE Transactions, IEE Proceedings, IFAC Automatica and Signal Processing.

Dr. Kovačević was vice-dean of the Faculty of Electrical Engineering, University of Belgrade, vice-president of the Belgrade University Senat, vice president of the Faculty of electrical engineering council, the dean of the Faculty of electrical engineering, the Rector of University of Belgrade and the President of Conference of universities in Serbia.

The Role of Artificial Intelligence in Business Systems

Authors: Prof. Dr. Miljan Vučetić, Prof. Dr. Branko Kovačević,
Dr. Nemanja Ilić, Assistant Research Professor

Abstract: Artificial intelligence is the technology of the 21st century that has opened the door to the Industrial Revolution 4.0 by creating significant social, economic, and political implications. The concept of artificial intelligence is based on the reproduction of intelligence by using computers and mathematical models, which allows solving complex problems by learning from large data sets. This discipline has opened up new perspectives in modern business by fostering competitiveness, digital transformation, reengineering of products and services, or rethinking business strategies. In this paper, we present, at the conceptual level, the phenomenon of artificial intelligence in business systems, analyzing the potentials and risks that this modern technology brings in everyday decision-making processes, marketing, sales, finance, and business digitalization.



Dr. Vladimir Cizelj

Vice President of the European Academy of Science, Vienna

CEO, Vlatacom Institute

Welcome speech

Vladimir Cizelj was born on April 28, 1951 in Ptuj, Slovenia. After completing his studies at the Faculty of Engineering, the University of Belgrade, Department for Electronics, Telecommunication and Control Engineering, he acquired the title of Master of Business and Administration in 1977 at the Bloomsburg University, Pennsylvania, the United States of America.

He first began working at the “Vinča” Institute of Nuclear Sciences, where he worked at the Laboratory for Theoretical Physics. He formed a department for development of special devices and systems (which still to this day is called “Cizelj’s”). His scientific contributions stood out in various significant and complex military projects.

In 1997 Cizelj founded in Belgrade the private company Vlatacom Ltd, as the representative of the Motorola company. He was given recognition for outstanding performance from the President of CEO, Motorola Inc; USA, 2002.

As the most important result of his scientific work is the fact that Vlatacom received two important recognitions from the Ministry of Education, Science and Technological Development of the Republic of Serbia: in 2011 it was accredited as the scientific research and development center and on July 07, 2015 it was accredited as the first technological private research and development institute in Serbia that originated directly from the economy.

Nowdays, Vlatacom Institute conducts research and development and scientific work. Vladimir Cizelj made possible for the Institute to develop an intensive educational and scientific cooperation with other scientific and higher educational institutions in the field of international technology management such as, primarily, the European University in Belgrade. Mutual scientific projects are in progress with the University of Oxford, Florida Atlantic University, University of Brno, etc. Vlatacom will continue to intensify the scientific research activities, which is an essential prerequisite (Precondition) for successful business in the world market.

His work in Serbia in the field of information and communication technologies in terms of international business management for the purpose of economic development is undeniable.

Vladimir Cizelj was awarded honorary doctorate by the European University, Belgrade, and the title of Academician by the European Academy of Science, Vienna.



Univ. Prof. Dr. Lt. Gen. (Ret.) Milorad Obradović
Chairman of the Board of Technical Directors,
Vlatacom Institute

Welcome speech

Milorad Obradović graduated from the Faculty of Electrical Engineering at the age of 23, he finished his studies for just three years and nine months, top of his class.

He began his career at the Military Technical Institute where he worked together with Rector Milija Zečević. He formed the Military Institute for Applied Mathematics and Electronics which was in charge of crypto-systems in SFRY.

As a Major General he was the assistant of the Chief of General Staff for communications, informatics and electronics.

When he was the director of the Institute he was awarded the AVNOJ prize in the company of Milorad Pavić, Emir Kusturica and others. He is the winner of two annual prizes “22nd December” by the Federal Defense Sector and numerous recognitions.

Simultaneously with his military career, he began his academic and scientific career. He was awarded the title of an Assistant Professor in 1975, that of an Associate Professor in 1980 and the title of a Full Professor in 1988, all at the Faculty of Technical Sciences, the Department of Electrical Engineering, Novi Sad. Having left the Military, at his own request, he completely dedicated himself to academic and scientific work. He is the author/co-author of more than 100 scientific papers and 8 books.

He has been at Vlatacom Institute since its establishment. He is currently the Chairman of the Board of Technical Directors.



Univ. Prof. Dr. Ludvik Toplak

Vice President of the European Academy of Science, Vienna

President of AMEU – ECM

Vice-Rector of Alma Mater Europaea Academician

Welcome speech

Rector of the University of Maribor (1993-2002), Ambassador of the Republic of Slovenia to the Holy See (2002-2006), European Faculty of Law in Nova Gorica, Faculty of Postgraduate Governmental and European Studies, Brdo, Slovenia, President, European Centre Maribor 2008, Member of the European Academy of Science and Arts 2000, Member of the Collegium Observatory Magna Charta Universitatum (2000-2004), Member of the Steering Committee of the I.C.H.E. (International Conference on Higher Education) 1999, Member of Paneuropean Union, Member and President of the Danube Rectors' Conference (1996-1999), Member of the international committee European Forum Alpbach 1999, Governor of the American Chamber of Commerce in Slovenia (1999-2001), Member of the board CRE-EUA (1998-2001), President of the Conference of Independent Colleges in Slovenia 2009, Titles of Honor: STATE: Ambassador of the Republic of Slovenia in Science (2000);

UNIVERSITY: Golden award of University of Maribor; MUNICIPALITY: Honorable member of Municipality.

The responsibility of the academic community for the peace and sustainable development of the Danube region

The Danube region as a geographical, historical and political concept, traditionally called Central Europe) and covers the entire Danube River basin, which also partly includes northern Italy, Poland, the Czech Republic and Ukraine. Geographically, the Danube region covers over 800,000 km and has a population of over 80 million, and a population of over 100-150 million and over 1 million km² in a broader political sense. Historically and culturally, the territory is home to 18 nations that speak 18 different languages with over 1,000 years of cultural and political identity, and includes 18 countries with a population of 2 to 30 million who have historically lived in good or fairly good coexistence with large neighbouring nations.

After 1980, this area was renamed Central East Europa, CEE, including the Baltic states, Belarus, Ukraine and Moldova, which however has a distinct political value designation of the post-communist countries of Eastern Europe. After 1990, a new term was introduced for the slightly narrower region of Central and South East Europe (CSEE), which particularly includes the Balkan countries, now called the West Balkan.

In the past decade, other organizational forms and names have become established, including at the initiative of large neighbouring countries or superpowers which give priority to political and economic goals and less to cultural, socio-demographic and academic-development goals.

The Danubien strategy initiative was particularly highlighted after the Hungarian Presidency of the EU Council in 2011 and set out a more comprehensive strategy in particular for the economic, infrastructural and environmental development of the enlarged Danube region, i.e., the Danube basin including southern Germany (Bavaria, Baden-Vürttemberg) and the Western Balkans, Moldova and Ukraine.

The second is the initiative of China to increase the impact of China's economic cooperation with CEE countries. After 2012, a new form called "16 + 1" was created in Budapest, describing 16 CEE countries and China.

The third of the new initiatives called Three Seas was formed after 2016 (in Dubrovnik) when the economic relations with Russia cooled down, especially at the initiative of the USA which includes 12 CEE countries that are members of the EU among the three Baltic Adriatic-Black Sea, hence the name Three Seas.

Part of the business-motivated academic community of the Danube region wrote scientific articles and studies commissioned by economic and political centres of power to justify the economic and political opportunism of their clients' projects and the centres of power of major neighbouring countries or superpowers such as Russia, the United States and China. History had repeated itself. Due to the lack of a cohesive force in the region, it remained a crossroads of direct interests its great neighbours Russia, Turkey and Germany, and a testing ground for superpowers, including as a military training ground in the form of the Balkan or Ukrainian wars.

EU programs are primarily of an economic and socio-political nature as a compromise of economic and political interests at EU and national political elite level. This creates new contradictions and new security challenges within the Danube region and the wider European and global dimensions. It is the responsibility of the academic community to articulate and provide scientifically sound responses to the strategic development challenges of fewer nations and countries in the Danube region, such as migration, brain drain, demographic trends, ecology, digitalisation and security...



Prof. Radovan Pejanović, PhD
Professor Emeritus

Radovan V. Pejanović was born in Bačko Dobro Polje (1951).

He finished high school in Vrbas (1970), and Faculty of Economics in Belgrade (1974), where he received his master's (1977) and doctoral degrees (1981).

He is a full professor at the University of Novi Sad, where he taught a group of subjects: Agrarian Economics, Rural Economics, Political Economy, Macroeconomics, Microeconomics, Science Methodology, in Undergraduate, Master's and Doctoral Studies at the Faculty of Agriculture in Novi Sad, at which he passed, where he passed all university degrees, from assistant to full professor (elected in 1997).

He was elected Emeritus in 2019 at the European University in Belgrade.

He has published a substantial number of papers – more than a thousand bibliographic items (textbooks, monographs, scientific and professional papers, reviews, speeches, reflections and interviews). He is the mentor of a number of graduate, master's and doctoral theses. He is a participant in a large number of projects (international and national), as well as a manager and member of the project team. He was the director of the Institute, head of the department, vice dean, vice rector and rector of the University. He performed a number of functions. In practice, he was a consultant, advisor, auditor, capital appraiser, forensic expert for economic and financial problems.

He is now the chairman of the board of directors of the Science Fund of the Republic of Serbia, a financial advisor at the Institute of Field and Vegetable Crops (an Institute of national importance).

He has received a large number of awards, including the October Award of the City of Novi Sad (2010) and the October Award of the City of Vrbas (2018).

He lives in Novi Sad with his family (wife and two sons).

Sustainable development of agriculture and villages in the function of development in the Republic of Serbia

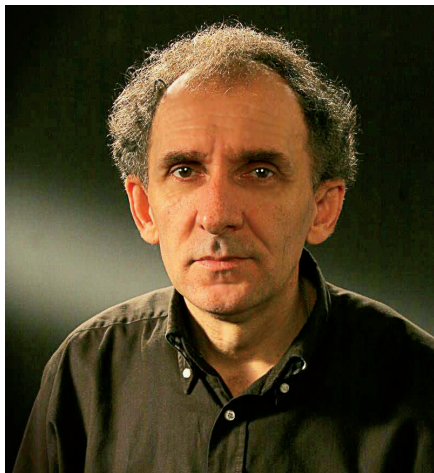
Summary

Previous (Current) concept of development of agriculture and villages in the Republic of Serbia is unsustainable. Irrationality, disorganization, neglect, disrepair, underdevelopment, wrongness of agrarian and rural policy, deagrarianization and depopulation of villages- are key determinants of the previous (current) concept of unsustainable development. Negative effects of the previous (current) concept of agricultural and village development are numerous: erosion and degradation of agricultural soil, irrational use of water resources, irrational use of land agricultural parcels, underdevelopment and neglect of livestock breeding, negative ecological effects, food safety problems, disorder of the market of agricultural products, slow introduction of the IT sector in agriculture, underdevelopment of the food industry, lack of investment in agro- industry and rural infrastructure.

New concept of sustainable development of agriculture and villages is needed. Thereby, sustainable development is the way of thinking, namely observation, philosophy of development. Concept of sustainable development of agriculture and villages is contrary to previous philosophy and strategy of neglect of agriculture and villages, based on wasteful economy and dirty and outdated technology, with relentless exploitation of the environment. Sustainable development of agriculture and villages implies strategic thinking, which emphasizes the importance of food security, as well as the importance of development of villages in the function of national culture, demographics, family, tourism, ecology.

Sustainable development also implies green agriculture, as well as organic food production.

Key words: Sustainable development, unsustainable development, agriculture, village, Republic of Serbia



Prof. Dr. Dragan Elčić
Dean at the Academy of Arts, Belgrade

Born in Sarajevo, 9th July 1959. Stage artist and Bachelor of Political Sciences – The University of Sarajevo and Slavic University in Sofia / „Russian film“ – Moscow (master thesis).

Professional title and status: Full professor and Dean at the Academy of Arts in Belgrade, TV and film director, a member of UFUS (Serbian Film Authors Organization), Film Art & Science Academy of Serbia, A member of the Forum of Russian film industry professionals/

Works: More than 250 art documentary and short films, more than 600 various documentary series and coverage, Feature-length film, 18 documentary features, 8 – feature-length documentary-fiction, two TV dramas, 4 TV films, 12 motion picture TV shows with the total of 106 episodes; More than 1500 direct and postponed live streaming, entertainment, sports and other events. Numerous TV commercials and corporate films, etc.

Some of the works: Krstić (Krstic), Život (Life), Savo vodo (The Water of Sava), Puste ruke (Empty Hands), Čuvari tišine (The Guardians of Silence), Kolo (Folk Dance), Milica, Drugo stanje, Ćorkan, Drita, Molitva (A Prayer), Anathema (Anathema), Trag (the Clue), Poslednji vikend u Sarajevu (The Last Weekend in Sarajevo), Branili su nebo otadžbine (They defended the Sky of the Fatherland), Povik iza zidova tamnice (Radovan) (the Scream from the Dungeon Walls), M. Milanković putnik kroz vasionu i vekove (M. Milankovic – The Passenger through the Universe and Centuries), Tesla, Brod ljubavi (The Love Ship), Srce moje od kamena jače (This Heart of Mine stronger than a Rock), Balkanski sindrom (Balkans Syndrome), Veseli Bosanac (A Happy Bosnian), Ispred prve linije (In Front of the First Line), etc.

Awards and Recognition: One of the most awarded Serbian directors– 87 awards (54 international) for documentaries, motion picture films, as well as television films.

Culture and Art in the function of integration processes in Europe **Abstract**

The act of artistic creation is a unique expression of a man's being, neither his soul nor spirit, but soul-spiritual emanation (expression), unified conscious and unconscious, rational and irrational, intellectual and intuitive, given as one. He always remains unique, indivisible and unexpectable in his being.

Artistic creation, together with artistic enjoyment, therefore, reception (adoption) of a work of art, is not a practice based on the abilities of man's exclusively intellectual activity.

Civilization is something that develops according to the laws of causation and continuity.

The practice of man's cultural life and creation rises against civilization practice. Culture is a symbolic expression of man's soul-spiritual view of natural and civilizational reality on the world. Culture is a hat on the head of every civilization, its mirror in which this can see itself.

The essence is hidden behind its appearance. The secret of creation is contained in the secret of created. The created work of art is a confirmation of realized art act. The mystery of birth is wrapped in the mystery of what was born.

The central content of every work of art is the art itself. Themes, ideas, contents, heroes, everything is less important than what combines and organizes these elements in the experienced form, therefore, from the art itself. As Boris Pasternak states "the presence of art on the pages "crime and punishment" is much more disturbing than the Raskolnikov's crime itself".

A work of art is not a declaration (statement), it is an expression. Only an expressive man makes artistic things.

The culture deals with a man from the inside, it expresses what is a deepest in him, his irresistible need for finding a meaning, which is equal to finding a need for life. Culture is necessary as a conscience of civilizational progress. If there is no cultural consciousness (art, philosophy, moral, religion), which will express and at the same time design the world, then everything is allowed on the plan of civilizational making of the world. Atomic bomb! Auschwitz, gulag, Hiroshima... virtual reality... Is there anything else worse? The modern world, in the name of the progress, goes in the opposite direction from the positive, Christian history flow in Europe. Europe, in today's, modern moments, is disturbing that code more and more. Culture is the eros of a human life, civilization without culture is its thanatos. The question is whether it is possible to get out of the practice of such understood progress, is it possible to turn somewhere away, to change the direction of events, or to meet another, new meaning? Before the very essence of the idea disintegrates and crumble from inside, in the souls of people it is revealed, and there is no way out. Under the assumption that the soul, in this world of progress, can be saved at all.



Univ. Prof. Dr. Rade Ratković
*Dean of the Faculty of Business and Tourism,
Budva, Montenegro*

Prof. Dr. Rade Ratković was born on 8th September 1951. He graduated from the Faculty of Economics in Belgrade in 1977 and he gained his PhD degree at the University of Montenegro, at the Faculty of Economics in Podgorica.

From 1975 until 1992 he was the director of HTP „Montenegroturist“ Budva. From 1992 until 1999 he was the director of his own consulting firm FORIK Ltd. Budva (consulting in hotel management and tourism). From 1999 until 2004 he was the subdean of the Faculty of Tourism and Hotel Management in Kotor, the University of Montenegro, and from 2004 until 2008 the subdean of the Faculty of Tourism, Hospitality and Trade Bar, the University of Mediteran.

Since 2008 he has been the Dean of Algonquin – The Faculty for International Management in Tourism and Hotel Industry in Miločer and the vice dean of the Faculty of Business and Tourism, Budva. He creates business plans, programs for company reconstructions, does company valuation, he is an expert witness on economic and financial matters, he does organization and management planing in tourism as well as economic and financial expertise. In recent years he has worked on about ten projects as an international consultant, as a home expert, in the system of BAS consulting.

Unable to attend the Symposium. We expect paper publication in Conference Proceedings.



Budva, Montenegro



Prof. Dr. Bojana Rilke

General Secretary of the European Academy of Science

Prof. Dr. Bojana Rilke was born in Osijek, Croatia, where she completed her primary and high school. She graduated from the Faculty of Law in Zagreb and from the Faculty of Economics in Osijek. She acquired her master of science degree from the Faculty of Law in Belgrade, having defended master thesis on prohibition of multinational company unfair competition. Prof. Rilke was awarded the degree of Ph.D. from the Faculty of Law in Osijek, after defending her dissertation in the field of financial law.

After her graduation in 1976, Dr. Rilke started her career at the Faculty of Law in Osijek where she participated in several scientific projects and conferences and seminars (Lovran, Opatija, Cavtat). After moving to Belgrade, Dr. Bojana Rilke joined Inex-Interexport Holding Company, as an advisor to the Company President. While working in the economic sector, Dr. Rilke was involved in scientific work as well, and published a number of scientific and professional papers. During her nine years in Inex-Interexport, she actively participated in many conferences with her papers, both at home and abroad – Kopaonik, Vrnjačka Banja, Donji Milanovac; Kotor, Montenegro...

In this period she published about 40 papers: *Some Issues on Establishing a Company in the European Union Internal Market*, 1994; *The Importance of the Court of Justice for Communitarian Law and Internal Market Development*, 1996; *European Union and Yugoslavia*, 1994; *Societas Europea – the New European Company Form*, 1996; *The Yugoslav Economy Re-Integration into the World Market Trends*, 1997, etc.

In 2000 Dr Rilke started to work at the European University. Until her retirement in 2012, Dr. Bojana Rilke was the full-time professor at the Faculty of International Management, and at the Faculty of European Business and Marketing, both members of the European University. She lectured *Tourism Management*, *International Tourism Management*, *Ecological Tourism* and *European Tourism Management*.

Prof. Bojana Rilke has participated in numerous national and international congresses and conferences.

After her retirement, Prof. Dr Rilke continued to participate in the international cooperation of the European University with various European educational institutions. Prof. Dr. Bojana Rilke has published the books: "Tourism and Catering – Management Approach" and "International Tourism and Hotel Management". As a co-author with Prof. Dr. Milija Zecevic, the Rector of European University, she published the book "Management".

As a fanatical traveler, Prof. Rilke has visited 69 countries, and travelled to all five continents. She has written and published a series of ten books entitled "Travelography – something like a travelogue, something like a biography".

Prof. Dr. Bojana Rilke is fluent in English and German and has working knowledge of French.

Tyrol – Natural Beauty Divided Between Two Countries

Summary

Tyrol is the multinational historical region in Central Europe, in the heart of the Alps located in western Austria and northern Italy, divided by the Treaty of St. Germain 1919. between these two states.

Today, Austrian Tyrol also includes Eastern Tyrol, which is its exclave, a part separated from the main part of North Tyrol by the short common border between Salzburg and Italian South Tyrol. The autonomous province of Trentino belongs to the Italian part, ie. to South Tyrol, along with Alto Adige.

Three languages are traditionally spoken in the region: German (in North, East and South Tyrol), Italian in the Trentino region, and Ladino (in South Tyrol).

The main rivers of Tyrol are the Inn, the Drava and the Lech, and in the Italian part - the river Adige.

The largest cities are Innsbruck - the capital of the Austrian part and Bolzano - the capital of the Italian part. The capital of East Tyrol, ie. the exclave of Austrian Tyrol, is Lienz, and the capital of the autonomous province of Trentino is Trento.

The backbone of the Tyrolean economy is tourism: winter mountain tourism has been developed, but there is also the diverse tourist offer for summer vacations, as well as a significant offer in the field of cultural tourism – which means that Tyrol, with its 36 tourist organizations, is a tourist giant, making 43 million overnight stays a year.



Prof. Dr. Miodrag Nikolić
Professor at the European University

Miodrag Nikolić was born in Smederevo, Serbia, on Dec. 18, 1947, where he graduated from elementary school in 1962, and high school in 1966. He completed his graduate studies at the Belgrade University School of Economics – Department of Economics and Organizing Enterprises, in 1972. He enrolled to postgraduate Master of Science studies at the same school, the department of Business Economy, and graduated with the top average grade in 1994. He publicly defended his master thesis titled “Managing Development in Modern Market Economy with Special Reference to Tourism Industry of the Republic of Serbia” on March 21, 1994, and was awarded Master of Science degree in Economics. During his master studies, he wrote ten sizable professional, highly appreciated papers. He defended his doctoral dissertation “Management in Serbia Tourism and Hospitality Industry as a Factor of Joining the European Union” at the European University Faculty of International Management in Belgrade on Dec. 17, 2001, and was conferred the academic degree of Doctor of Science in International Management.

Development of the economy of the Republic of Serbia in the postcovid period of the coronary virus pandemic

Abstract

Until the outbreak of the Covid-19 crown virus pandemic, the economy of the Republic of Serbia had a dynamic, inclusive and sustainable ability to grow and develop. The continuity of the development of business flows was based on the strong influence of foreign direct investments, but also the investments of domestic business actors, which, taken as a whole, generated fluid production (physical goods and services), their distribution and consumption. The pandemic has slowed the existing paradigm precisely because the economic connectivity of countries (through global, regional and/or local value chains, ie supply chains) is greater today than ever before, suggesting the knowledge that a resilient economy is still an unattainable business phrase. The economy of the Republic of Serbia fits into the previously stated position, although they had almost timely answers to the effects of this catastrophic health event.

The return of the economy of the Republic of Serbia to the previously existing, balanced state is an important indicator of the strength of economic resilience, ie. its ability to withstand the onslaught of change produced by the pandemic, which targets: gross domestic product, public debt, fiscal balance, and unemployment. We emphasize that the economy of the Republic of Serbia is driven by services, a sector that generates more than 50 percent of gross domestic product and provides jobs for about 70 percent of the workforce; the industrial sector is in second place, with 20 percent of gross domestic product and 25 percent of total employment; followed by agriculture and construction (data from 2019). The pandemic did not lead to the physical destruction of economic and economic resources, but it disrupted business effects (without early warning) and affected a significant number of economic organizations in a very short time. However, it should be emphasized that economic and economic flows have maintained an exceptional level of openness, both to the countries of the region and to the member states of the European Union and other countries of the world.

In the postwar period, the Republic of Serbia continues to grow its economy and economy, applying, by the way, unprecedented incentives for the population and economic organizations (incentives that had two main goals: maintaining employment and helping entrepreneurs most affected by the crisis); it is a financially consolidated country, with stable public finances, controlled public debt and long-term stable and sustainable development flows (thanks to the continuity of foreign direct investment, but also the implementation of new significant business projects in the field: infrastructure, health, industry and agriculture, nature and life environment). Also, the Republic of Serbia represents its economic development: establishing mutual economic ties with other economies based on the principles of economic interest (an example is the Open Balkans); ensuring the optimal economic effect of growth and development by influencing other markets, as a result of increased volume and diversity of transactions with products; internationalization of reproduction processes, according to the development and diffusion of technology; valuation of natural capital (compared to other forms of capital); and t. d. The mentioned specifics of economic and economic development initiate, practically, the creation of the economy of the Republic of Serbia on the basis of global thinking to survive in a new, world economy whose recovery (renewal and improvement) in the postcovid period is increasingly pronounced. The aforementioned platform can only be achieved by constantly changing the interpretation of economic and economic success, if economic and business participants want to be ahead of the irreparable damage caused by pandemic impacts. But they also express readiness for new, “higher powers” that “steal” business progress (for example, the war in Ukraine).

Key words: Economic and Economic Development, Republic of Serbia, Covid–19 Crown Virus Pandemic



Ass.-Prof. Mag. Dr. Dr.h.c. Walter Seböck,
MAS, MSc, MBA
Center for Infrastructural Security, Head of Center
Danube University, Krems, Austria
Honorary Doctor of European University

Dr. Seböck completed his master's degree in 1992 and in 2005 his doctorate at the University of Vienna. The topic of his masters thesis was "International Policy and Conflict Research" and dealt specifically with the Palestinian uprising; the topic of his doctors thesis was "E-Government". Subsequently he worked as a PR consultant in a marketing agency and as a publishing director for continuing education literature.

After a period of entrepreneurship in the field of new media / internet during the nineties, he overtook the responsibility for the consulting division of a company that dealt with the impact of new working practices on the job market. Afterwards then he was appointed as project manager for the restructuring of the Technical Museum and subsequently became head of marketing and PR. In 2001 he received an offer from Danube University Krems to restructure a center. Since then, Dr. Seböck deals with the topics of electronic government and related security issues. The findings of several research projects have led him to design an electronic management platform, integrating the municipal sector contrary to the prevailing approach.

This implementation has required extensive studies and analysis of municipal sector and the technical possibilities. After a 3-year period of study and design work together with Dr. Parycek, he realized an electronic platform for local administration in cooperation with the Austrian Association of Municipalities at Danube University Krems in 2004. Therewith, Austria was the first and only country in the world to basically put an electronic network management at the local level for all municipalities. This development released the establishment of a clear focus on "e-Government", dedicated exclusively to the field of public administration and thus distinguishes Danube University Krems unique in this area. In 2006 an independent center for e-government was founded. This center is concerned with all aspects of communication in e-government.

Topics such as e-democracy, e-voting and e-participation are central themes that are treated very successfully in research projects, publications and international conferences. One of the most prestigious international conferences on e-democracy is carried out since 7 years at Danube University Krems. The expectant increase in traffic safety issues has been focused by Dr. Seböck in the area of information security. Within this area, parallel to the construction of the topic "E-Government", he implemented research projects and academic conferences relating to the issue of infrastructural security, and thus positions the Danube University Krems accordingly. The merging of different areas of occupational safety led to the start of their own center for infrastructure security in 2011. The combination of these two issues, pointed out a clear profile of an university for further education as the orientation of cross-cutting issues in both teaching and research interests of the economy and the institutional equivalent is demanded. On 1st January 2011, Dr. Seböck was also appointed as Dean of the newly established Faculty of Business and Law. In this new area the target focus is on expanding international cooperation, development of independent research activities and profiling of the "Business and Law School" in an national and international context.

Societal Challenges of Technological Innovation with Special Regard to Autonomous Vehicles

co-author with Bettina Pospisil

Automation will lead to new social and economic risks, but also to opportunities and chances.

The upcoming of autonomous vehicles represents the two main risks of the future.

On the one hand, the importance of ownership of vehicles will decline, as vehicles will then have a similar availability as today's "services on demand" do. This might lead to a decrease in the market for individual vehicle ownership in the long term. Furthermore, this could lead to the dismantling of huge numbers of jobs in the automotive sector and a shift of the remaining jobs to low-wage countries. This, however, entails the outflow of purchasing power, thereby initiating a lethal economic downward spiral. This study analyses if this development will be realistic or if there are alternatives. On the other hand, there is the risk of a division of society. While one part of society has the knowledge to understand the technique of autonomous vehicles, the other ones do not have these skills. This will lead to the circumstance, that the second group has to believe in everything, told by experts, and the first group has the ability to intervene in the technique for their own personal advantage. This will lead to dependency and possibly the end of self-determination of a huge percentage of people. Moreover, because everybody wants to get out the best of it, the crime-character of »Hackers« actions gets trivialized. Therefore, the society is no longer split in »good vs. bad«, but in »knowing vs. unknowing«. To counteract these both developments, the Austrian research project "KIRAS -Cybersicherheit in zukünftigen Verkehrssystemen" conducted a Workshop and a survey with stakeholders from the security and consumer field in order to discuss responsibility and necessary changes for the future and to implement this knowledge into strategic recommendations for future development.

Key words: Autonomous vehicles, Development of Society, Employment, Knowledge.



Univ. Prof. Dr. Leposava Zečević

***Dean of the Faculty of European Business and Marketing
Head of Marketing Department***

The Winner of the Award „Kapetan Miša Anastasijević“, 2021

Prof. Dr. Leposava Zečević was born on April 24, 1970 in Belgrade. She completed elementary and secondary school in Belgrade. In 1992 she completed undergraduate studies in Belgrade at the Faculty of Economics, Department of Marketing, with thesis titled “The product and price promotions as elements of the marketing mix”. In 1994, Prof. Dr. Leposava Zečević completed IFAM MBA University and acquired the title of BBA-IFAM – graduate manager of international business. In 1997, at the Faculty of International Management, she completed postgraduate Master’s studies, with Master’s theses on the topic: „International marketing and creative approach”, thus gaining the title of Master of Science International Management. In 1999, at the Faculty of International Management Prof. Dr. Leposava Zečević defended her doctoral theses entitled: „International Marketing – a global management approach” and thus acquired the title Doctor of Science International Management.

At the Faculty of International Management in the same year, Dr Zečević gained the position of Assistant professor. In 2003 at the European University – Faculty of European Business and Marketing she gained the position of Associate professor for the courses: International Marketing and European Marketing, and in 2007, gained the position of Full Professor for the scientific field – management and business. Dr. Leposava Zečević is the Dean at the Faculty of European Business and Marketing and at the moment, she is full-time professor for the courses: Marketing Principles, International Marketing – global approach, Marketing Strategy and Management. Prof. Dr. Leposava Zečević is the author and co-author of numerous scientific and professional papers published in domestic and foreign magazines and monographs, of numerous books, and has participated in a number of scientific symposiums at home and abroad.

New Trends of International Harmonization of Creative Marketing Strategies and its Sustainability

Due to major macro changes at the global level, companies have survived the metamorphosis by adapting to new situations. Fortunately, there was already a platform for the Internet and social marketing that facilitated business conditions for those who transferred their business or part of their business on time if that was possible.

Marketing changes according to conditions at the speed of light. Thanks to advances in technology or by dictating advances in technology with its new challenges.

Market diversification is stronger than ever and new trends in consumer access and new life habits are very specific.

Creative forms of communication through images, tones, moving images have become an inevitable form of marketing.

What is important is that the noisy sea of information that companies want to place through marketing, and unfortunately the increasingly present short memory of consumers should be harmonized. New trends are based on the real old essential foundations of marketing, but in a new form of information transfer. The promotion received an increasing form of frequency of content, which changes almost minute by minute, obliged to convey the message as soon as possible.

The messages are related to various aspects of lifestyle. The visibility of the message is technologically measurable, and the need for new video content is growing.

This paper will deal with new types of marketing communication and harmonization of a wide range of marketing creative communications.



Univ. Prof. Dr. Olgica Zečević Stanojević
Vice Dean of the Faculty of European Business and Marketing

The Winner of the Award „Kapetan Miša Anastasijević“, 2021

Prof. Dr. Olgica Zečević Stanojević was born on 28 December, 1967, in Belgrade. She finished primary and secondary school and the Faculty of Philology (1992) in Belgrade where she also gained her MA degree (1997) and PhD degree (1999) at the Faculty of International Management.

She started her professional career at the Academy of Pedagogy (1992) and the Faculty of Teacher-training in Belgrade. She continued her academic teaching career at the Faculty of International Management and IFAM, European University (1995), where she is still a full professor at Bachelor and Master studies in the field of Management and Business for the courses European Cultural Environment, Cultural Diversity, Cultural Relations and International Cultural Communications at the Faculty of European Business and Marketing in Belgrade. She has been continuously working on cultural diversity and intercultural communication in the field of management and business since the beginning of her academic and teaching career at the European University. She is the author and co-author of numerous academic works and a participant in scientific research projects both at national and international academic and professional conferences in the field of management and business, and she published several editions of the book 'European Cultural Environment', 'Cultural Relations' and 'International Cultural Communications'.

Role of Cultural Environment at Contemporary Management Development

Introduction

Communication development, more accessible travels, and overall national economies globalization trends have opened new business markets and they have created more opportunities for managers doing business with other cultures.

Every personality is a product of culture environment, national and sometimes regional experience. Culture is a code of behaviour suitability or unsuitability, acceptability or unacceptability within a certain group of people. It has got almost ritual elements, such as handshaking or business card exchange. It also affects observation and understanding of personal and business relations.

provides a more concrete tool to European and international businessmen and managers – expanding awareness of their own cultures.

Culture research is an exciting process given that it implies constant discoveries of not just other cultures, but also a rediscovery of person's own culture.

“People also live there!”

Milisa Zečević, Belgrade, 1986

“It's no better or worse here, just different!”

Vanja Zečević, Sidney, 2006

Culture's nature

Culture is a system of acquired knowledge and beliefs of a certain group of people that influences the value system, attitude creation, behaviour, feelings and opinions of those group members. It is important to know the difference between a system and a sum. The system is characterized by the link between its parts, and when it comes to the sum, the elements act separately. Culture is acquired, it is not hereditary.

Cultural differences have always been interesting. They lead people of different cultures to get to know each other, so that communication would be more successful, and thus life easier.

By observing different cultures, we can see that differences, as well as similarities, are inevitable. Different cultures have different names for the same thing, and in many ways.



Univ. Prof. Dr. Dragan Nedeljković
Vice Dean of the Faculty of European Business and Marketing

Prof. Dr. Dragan Nedeljković was born on February 19, 1962, in Belgrade. He completed his primary and secondary education in Belgrade, and graduated from the Faculty of Sciences – the Department for the Tourism studies, in Belgrade, in 1986. At the Faculty of International Management, Belgrade, Prof. Dr. Nedeljković successfully defended his master thesis entitled „The roles and functions of managers, with a special emphasis on the decision-making process” and was awarded the master degree in International Management, in 1997. In 1999 he successfully defended his doctoral thesis at the Faculty of International Management, entitled „The Process of Making and Implementing Decisions – a Comparative Approach” and was awarded the PhD degree in International Management. From 1986, Prof. Dr. Dragan Nedeljković worked at the Institute for International Management, as a researcher, and as a member of the team he participated in a number of scientific and professional projects. From 1993, Prof. Dr. Nedeljković was employed at the Faculty for International Management, as an assistant for the subject The Introduction to the International Management and Business. After receiving the doctoral degree in 1999, he was awarded the title of an assistant professor for the subjects: Management and Managerial Decision Making, and in 2001, the title of an associate professor at the European University – Faculty of European Business and Management. In 2006, he received the title of a full professor in the field of management and business, for the subjects: Management, Managerial Decision Making, International Business and Management, and European Business.

Prof. Dr. Dragan Nedeljković is the author and co-author of numerous scientific and professional papers published in domestic and foreign magazines and monographs, of numerous books, and has participated in a number of scientific symposiums at home and abroad.

Effective Leadership and Decision Making in Agribusiness

Leadership and the decision-making process in the agro business operations implies the use of far more complex procedures which involve the influences of numerous factors such as: country politics, market growth evaluation, capital structure and sources, culture, laws... Management of multinational companies is faced with making complex decisions about various international activities of their companies. Different influences of internal and external environment point at the scenario of future changes in the international business which sets new challenges before company management in the decision-making process. An increasingly pronounced homogenisation of management in the world has an impact on establishing new criteria, approaches and methods in the decision-making process and leadership in agribusiness.

Key words: leadership, agribusiness, management



Prof. Dr. Aleksandra Vujko
Vice Dean for Scientific Research

Aleksandra Vujko, Ph.D. currently works as Associate Professor and Vice dean for scientific research at the European University, Faculty of European Business and Marketing in Belgrade, Serbia, as Ass. professor at the Faculty of Tourism and Hotel Management in Banja Luka, BiH and East Sarajevo, BiH, and as a senior research associate at the University of Novi Sad, Faculty of Geography, Tourism and Hotel Management, Serbia.

Aleksandra does research in Tourism Management, Rural Tourism, Wellness and Spa Tourism, Sport and recreational Tourism, Quality Services, HR in Tourism and Tourism and Hotel Management.

She publishes her research in Elsevier, Emerald, Wiley and other reputed publishing houses.

Marketing, Rural Tourism and Cultural Heritage in the Function of Serbian and EU Tourism Development

Aleksandra Vujko, Mirjana Delić-Jović

Abstract: Tourism, as one of the world's largest socio-economic phenomena, is one of the leading factors in the rapid transformation and growth of world industry. Billions of tourists around the world spend thousands of billions of dollars each year on domestic and international tourism. In recent years, there has been an increasing number of recognizable rural tourist destinations, and the reason for this growth is in marketing activities, cultural heritage, the work of various development agencies supported by countries, the formation of EU structural funds, and increased awareness of new trends among tourists. The emergence of new forms of tourism in rural areas.

The paper presents an analysis of the state of rural tourism in Serbia and EU countries, in accordance with the basic indicators. The culture of work, the culture of housing, the culture of food, the culture of clothing and forms of folk art (naive painting and sculpture, folklore, music) are among those values of the rural community that especially attract tourists. Realizing that these values are important for the development of tourism, decision makers will seek through marketing to preserve these traditional values, and thus contribute.

Key words: marketing, rural tourism, cultural heritage.



Univ. Prof. Dr. Boris Stanojević

Professor at the Faculty of European Business and Marketing

Boris Stanojević was born on September 14th 1967 in Belgrade, Serbia. During high school and faculty he took part in Petnica Science Center, center for talented students. He graduated from the Faculty of Electrical Engineering, the University of Belgrade with top mark. He completed his master studies at the Faculty of International Management in 1997, where he acquired his Ph.D. on thesis “Management Information Systems – Strategic Approach” in January 2000. Since 1995 he has worked at the Faculty of International Management, first as a teaching assistant on “Management Information Systems” and “Information Technology”. After acquiring Ph.D. degree he became professor of Computer Science and Information Systems at the Faculty of International Management, the European University. Prof. Dr. Boris Stanojevic published numerous books and papers as author or co-author and participated at many conferences, such as: book “Management Information Systems”, handbook, “Information Technologies”, Paper, co-author, “Intercultural Communication and Information Technologies”, paper, “Internet and Globalization”, paper, “Strategic Management of Business Information Systems”, paper, “Business Information Systems and Statistics”, handbook, “Internet and Ebusiness”, European University, 2006.

He participated in many projects as part of his scientific and research career, such as: “International business as key factor for Serbian economy global Integration”, 1996-2000. He also writes articles for magazines on computer science and science popularization.

Management Challenges in Industry 4.0 and new cyber technologies

Industry 4.0 is Fourth Industrial Revolution that is inspired with rapid change of technology and social patterns due to increasing interconnectivity and computer automation, that includes use of Artificial Intelligence and Machine Learning.

Internet of Things (IoT) and machine learning are force that drive Artificial Intelligence and other smart technologies that shape modern industrial manufacturing. Machine to machine communication and cyber-physical system are also responsible for industrial revolution.

Modern management faces new challenges in constant changing of global production and supply chain. Not only in physical goods, but also in cyber space. Cloud Computing and Internet as we know have change due to world change.

Global crises like pandemic change working force habits and put new perspective in organizing manufacturing goods.

Management must face all these changes and learn how to use these new technologies as advantage in new industrial era..



Dr. Radmila Bojović

Assistant Research Professor, Head of Department, Research and Development Institute MZ Belgrade

Radmila Bojović was born in Belgrade, Republic of Serbia, on March 20, 1968. She finished primary and secondary school in Jagodina with great success. She graduated at department of husbandry and vegetables at Faculty of Agriculture, University of Belgrade, in 2005, defending his dissertation with a grade of 10 (ten).

She enrolled in postgraduate studies at the Faculty of Agriculture, University of Belgrade in the field of agronomic sciences, in the field of seed production, in the school year 2005/2006. She passed all the exams with an average grade of 9.57. She defended her master's thesis entitled: "Influence of hybrid combination and temperature on germination and sprouting of sugar beet seedlings" on December 17, 2010.

She defended her doctoral dissertation entitled "Morphological and production characteristics of sugar beet genotypes in conditions of intensive plant nutrition" on December 30, 2014. at the Faculty of Agriculture, University of Belgrade and thus obtained the title of Doctor of Biotechnical Sciences.

She acquired the scientific title of Scientific Associate in the field of biotechnical sciences - agriculture on March 23, 2020.

From 11.09.2006. she worked in a family business researching the market for agricultural products, and was in contact with science all the time. She was engaged in setting up, performing and analyzing sugar beet experiments in the period 2005-2014. year and also, with colleagues, participated in conducting experiments and other crops (wheat, corn, soybeans, sorghum, etc.). She was a lecturer at several seminars in the field of agro-cultural production. So far, she has published several scientific and professional papers that she has exhibited at conferences and seminars. She has also published several scientific papers in national and international journals. She volunteered as a lecturer - teaching associate, collaborated with colleagues from agricultural companies, faculties and institutes.

She is a member of the Association of Breeders and Seed Producers of the Republic of Serbia and the Association of Geneticists of Serbia.

Agricultural Production in Serbia in the Years Around World War II Till Today, Expectations and Recommendations

Agriculture is the oldest economic branch in the history of mankind. The development of civilization followed the development of agriculture and at the same time completely depended on it until the moment when the exchange of goods began, and especially from the moment when the industrial revolution took place.

It is believed that agriculture originated at the end of the Ice Age, 14000-11000 years ago in the area of Southern Turkey, Iraq, Israel and Jordan. The first domestication of animals took place 11000-9000 years ago. In Serbia and the region, agriculture developed autochthonously, so very old traces have been found in our country as well.

The size of arable land, the prevalence of certain varieties of cultivated plants and the breeds of domestic animals have changed over time. We have tried to show how these changes have taken place and how we expect them to take place in this paper as well.

In this paper, we used data from the RGZ for statistics of the Republic of Serbia. With this, we have given an insight into the movement of parameters of agricultural production in recent history.

In 1939, of the total productive area (5981110ha), about 80% was arable, while the rest was pasture. Of the arable land, 82.3% were ploughland and gardens, vineyards 2%, orchards 3.45% and meadows about 12%. In 1950. The composition of domestic animals changes. The number of cattle, sheep and pigs is increasing, while the number of goats and horses is decreasing. Arable land is reduced. This tendency was maintained for a long time because the industry took away a large number of people from rural areas. In recent years, the situation is slowly changing as agriculture begins to provide great opportunities for achieving enviable economic results of agricultural producers.

... The Association of World Scientists has developed a general harmonized program for studying the biological productivity of plants and animals, which allows us to state that the potential of the Earth is almost inexhaustible, including the seas and oceans. Population explosion is a great challenge for the development of agricultural production in order to increase and improve yields. The development of a new assortment and breeds and the development and application of agricultural techniques will greatly contribute to these goals.

Key words: Agriculture, arable land, yield, livestock.



Prof. Dr. Lidija Zec
Faculty of Business and Tourism Budva

Lidija Zec was born in Podgorica, Montenegro, on Nov. 30, 1976. She graduated from the Belgrade based European University Faculty of International Management in 2001. She completed her postgraduate Master of Science studies at the Podgorica Mediteran University Faculty of Tourism in Bar, and gained the title of Master in Management and Tourism. Ms Zec defended her doctoral thesis at the European University in Belgrade on May 14, 2012, and won a science degree of a Doctor of Science in International Management.

Dr. Lidija Zec started her professional career in the Crna Gora Tours tourist agency, where she completed her IATA professional agent training. Between 2001 and 20015, she worked as a sales manager with the UTIP Crna Gora, with the Crna Gora, Ljubovic and Podgorica hotels, and between 2005 and 2007, she served as a head of the Crna Gora. Tours tourist agency. In 2008, she transferred to ALGONQUIN Faculty of International Hotel and Tourism Management in Budva, where she has been serving as an assistant to Professor Dr. Rade Ratković for the courses: Basics of Tourism and Special Dimensions of Tourism. Ms Zec completed the ReSPA Participative Training Techniques course in Dec. 2009 and the SIGMA Training of Trainers program in Oct. 2010. She speaks English, Italian and French.

Sustainable Tourism Development

A case study

Abstract

The 21st Century represents the great unknown, on the one hand, and on the other, a challenge with regard to all areas of human activities. The result of such approach may be found in their dynamics, which was prevailing in the second half of the last century.

The new millennium imposes a number of various questions, including, for example, the following in the tourism industry: which types of tourism will be tempting to tourists? Which types of tourism would be preferable to the others? Is there enough space for the new tourism destination in the world? Will certain geographical areas neglected in the 20th century become the focus of interest in the 21st century? Will the Sahara, the Antarctic, mountain tops, the deep seas and oceans, or outer space be future tourism areas.

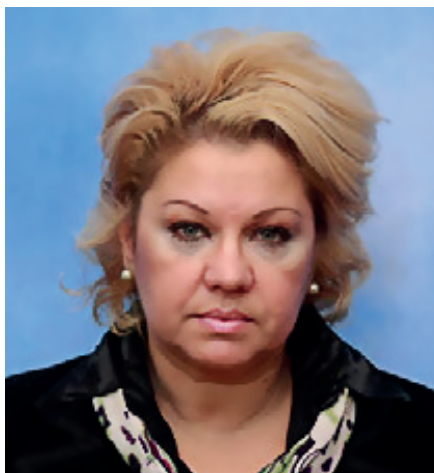
Each of the above questions implies the challenges of the 21st century, calling for responses.

The sustainable tourism, which recently has been assuming major significance, has a particular role within macroeconomic stabilitz and the level of tourism destination development.

All aspects of sustainability, economic, environmental and social have been equally elaborated whereas the modern tourists are becoming increasingly sophisticated in their demand regarding environmental stability.

What are the methods to provide macroeconomic stability and the satisfactory level of development along with ensuring sustainable developoement?

Keywords: international management, sustainable tourism, globalization, international trends, tourism system, destination management, global tourism market.



Docent Dr. Olja Jovičić
Head of the International Relations Department
in the Office of the Director General of Post of Serbia

PhD Olja Jovicic, lawyer, born in Belgrade, on February 17, 1961; Graduated from “Julia Richman High School“, New York, N.Y., USA, in 1978. Received a diploma of the State of New York for outstanding achievements in the English language and Social Science. Graduated from the Faculty of Law in Belgrade, Department of International Relations in 1985. In the organization of the Center for Management and Ministry of Justice of the Republic of Serbia and within the Dutch government project “Menon“, successfully completed one-year postgraduate studies in the field of anti-corruption training in 2002;

At the European University, Faculty of European Business and Marketing finished master studies and completed doctoral studies and defended her PhD thesis in 2015.

A longtime member of the European Movement in Serbia.

1986-1992 Assistant for the International Affairs in the Department for International Cooperation of the Community of Yugoslav PTT.

1992-1994 Associate for coordination of projects and research in the Public Enterprise of PTT Communications “Srbija“ at the Department for Research and Development;

1994-1999 Associate for catalog sales in the Postal Services Department;

1999-2003 Head of Parcel Services Department.

2003-2004 Head of the International Relations Department in Public Enterprise of PTT Communications “Srbija“.

2004-2006 Head of Department for International Cooperation of the Directorate for Strategy and Development.

2006-2015 Director of Independent Sector for International Affairs.

2015-2017 Head of the International Relations Department in the Office of the Director General of Post of Serbia.

Author of many scientific papers on the harmonization of our legislation with the laws of the European Union published in national and international professional and scientific journals and presented at national and international conferences.

Management in the Function of Development of Postal System with Special Light on Central and Southeastern Europe

Abstract: Global trends that influence the way the contemporary world works developed an urgent need for the global postal integrators and other European postal operators to come up with new solutions based on innovation and inclusion. Posts should go beyond its traditional missions and by transforming its activities should position themselves as key players in national postal strategies in their countries. Postal services across the world should continually improve themselves to be abreast of the digital age by building a seamless physically and virtually connected network with local and international presence, completely adjusted to the rapidly changing and growing needs of governments, businesses and customers.

Key words: global trends, postal strategy, reform, innovation, digital

*„ Action without vision is just passing of time,
vision without action is only dreaming,
vision and action can change the world. “*

Nelson Mandela



Prof. Dr. Saša Zečević

Associate Professor at the European University

PhD Saša Zečević was born on 24th of September 1967 in Berane, Montenegro. He finished primary and secondary school in Belgrade. After his military service in 1988, he enrolled to the Faculty of Mechanical Engineering in Belgrade - major in Thermotechnics, graduated in 1996 and acquired the degree of Graduate Mechanical Engineer of Thermotechnics. He started his postgraduate Master's Studies in 2002 at the European University in Belgrade. He successfully completed his Master's Studies by writing his master thesis International Management with Emphasis on USA: Case Study HP (Hewlett-Packard) and Microsoft and thus acquired the Master of Science Degree of International Management of Information Systems. He finished defended his PhD thesis at the European University in 2008, titled Management of Information Technologies with Emphasis on Banking Information Systems thus acquiring the PhD of International Management.

In 1996, PhD Sasa Zecevic started working in Military Service of National Bank of Yugoslavia as a programmer of banking information systems. In 2005, he became independent associate for technology of information systems in Serbian bank in Stock Company Beograd (succesor of Military Service of NBJ, YU GARANT Bank).

After succesfully defending his PhD thesis in 2008, he was chosen for an Assistant Professor at the Faculty of European Business and Marketing, at the European University for Informatics and Electronic Operations courses. PhD Saša Zečević is author and coauthor of academic and scientific works published in magazines and he participated in number of scientific gatherings in the field of informatics and electronic operations. Also, PhD Saša Zečević participated in realization of many projects in the field of information technologies, especially banking information systems.

The Implementation of Standards in the Field of Information Technology and their Influence on the Development of Financial Institutions

The implementation of adopted international standards in development and implementation processes of information systems contribute to realization of efficient, reliable and safe information management. Being part of the world means accepting methods, standards, technical regulations, terminology etc. used in the world. If we implement standards we could have more understanding for our environment and be understood better (by the environment itself). It is also a condition for good communication, exchange and efficient use of information and communication technology (ICT) in information systems (IS). Every institution, especially the financial one, should establish an adequate information system, according to nature, volume and complexity of business, meeting, at least, the following requirements:

- 1) to possess capacities, functionalities and performances which can offer an appropriate support to business processes.
- 2) to provide prompt, exact and complete information important for making business decisions, high performance of business activities and risk management, regarding reliable and stable business institutions;
- 3) that it is planned to have an appropriate control for data validation at input, during the processing, as well as at the output of the system, in order to prevent phenomenon of data and information inaccuracy and inconsistency.

According to nature, volume and complexity of business as well as the information system complexity, the institution should establish, monitor, regularly revise and improve the process of information system management in order to reduce exposure to risks and to keep the information system safe and functional. Nowadays, contemporary business is unthinkable without implementation of information technologies. Information become an important resource which the organisation existence and development depend on.

Organisations are becoming more open connecting its information systems with clients, providers and other consignees. This leads to numerous safety threats like computer frauds, espionage, sabotage, vandalism, fires, floods etc. The damage of organisations in form of malignant code, computer hacking and service denial is more common. No matter how information is stored, it must be adequately protected. In order to safe information in a proper way all users have to be familiar with the concept and required protection measures.

Note::Confirmed Attendance at the Symposium. The Paper will be published in Conference Proceedings.



Univ. Prof. Alfred Mahdavy

Academian of European Academy of Science - Vienna

Vice President of Mod'Art International, Paris, France

Alfred Mahdavy is born in 1952.

Civil Engineer, Graduated in MBA.

He dedicated all his career to the education system in the USA (New York and Berkley) in Asia (Japan, China) and in Central Europe.

He is now one of the founding members of MOD'ART International the leading university for fashion management and luxury goods originally located in Paris but also in Peru, China, Vietnam, Serbia, Hungary and India.

The influence of French Business on Business and Management Development in South-East Europe

The Paper will be published in Conference Proceedings.



The Eiffel Tower, Paris, France



Mirjana Mimi Vlaović

PhD Student at the European University

Mirjana Mimi Vlaović was born on the 19th of October, 1995 in Belgrade where she completed elementary and secondary school. She completed her Bachelor of Arts in Digital Film making (180ESPB) at the SAE Institute Belgrade and Middlesex University London in 2015 with graduation project The Development of a Hero from Another Dimension and a graduation film The Winner Remains a Winner. After that, she completed the fourth year at the European University and graduated a Bachelor of Business Administration: European Manager (240ESPB) with her graduation thesis European Business, Marketing and Cultural Diversities through Comparative Management Approach on The Examples of Companies Gaumont and The Walt Disney Company. In 2017 she completed her Master of Business Administration – European Manager (320ESPB) with master thesis European Business, Marketing and Culture Through a Comparative and Integrative Management Approach on The Examples of Multinational Companies from The Film Industry with The Longest Tradition in Europe and The United States of America, also at the European University.

She has three published novels Decision (2010), Pixie (2012) and Journey at the First Sight (2013) for the publishing house Laguna. She also worked on numerous film and television shoots, as a personal assistant of Monica Belluci on Emir Kusturica's On the Milky Road, as an assistant director on the national television series World Champions by Darko Bajić, Sindelići, X Factor and much more.

She has certificates in Selling, Marketing and Distribution of Film (2015, Film in Serbia), After Effects (SAE Institute Belgrade, 2017) Director's Series (National Film and Television School, London, 2017) and The Art of Story Boarding: Direct Before you Shoot (Kaleidoskop, Belgrade, 2017).

Currently she is at her PhD studies at the European University and she has published an analytical paper Film as a Creative Industry in The Function of Marketing of The Destination.

The Cultural Brand of the Nation That Globally Distributed Local Cinematography Builds

In this paper we will discuss the sensibility of art works, with the focus on film, and how they are connected to the culture of the creator. Of course, this idea will be introduced on the multinational level of national leading film production companies and the image they are building about their culture from their first motion pictures, to the contemporary ones. Through the most appreciated cultural diversity studies, made by eminent professors Gert Hofstede, Edward Hole, Klukhohn and Strodbeck, the values and dimensions of these key cultures will be analyzed. The special focus will be on the Serbian film scene, and how we can improve the image of Serbia in the world through the film industry. The main question that we will answer is how the film industry has already made a significant number of impressions about the certain culture? And what the ways to change the prejudice through local film scene that will be distributed globally are.

Key words: film; cultural diversity; cultural values; cultural brand; brand; cinematography.

The Paper will be published in Conference Proceedings.



Univ. Prof. Dr. Ana Milenković
*Associate Professor at the Faculty of European Business
and Marketing*

Prof. Dr. Ana Milenković was born on April 10, 1978 in Belgrade. She completed elementary school and secondary school in Belgrade. In 2002 she completed undergraduate studies in Budapest at the Manhattan Institute of Management and obtained Diploma: Bachelor of Business Administration. In 2002 she also graduated at the Faculty of International Management in Belgrade and acquired title: Graduate Manager of International business. At the same time she worked at Junex Company which provides consulting services in the construction field as assistant to Project Manager. Specialization thesis is defended at European University in 2005 and acquired title: Specialist in the field of Marketing. In 2006 started to work as an Assistant at the Faculty of European Business and Marketing. Master studies with Master's theses entitled „Marketing with emphasis on promotion and creation of new media“ is defended in 2006 at European University with acquired title: Master of Science Marketing. Doctoral theses entitled: “Marketing Management – analyze, planning, implementation and control” is defended in 2008 at European University and acquired the title: Doctor of Science of European Business and Marketing.

In 2013 Dr. Ana Milenković became associate professor at the Faculty of European Business and Marketing for the courses Marketing Management, Marketing Communications, Marketing in Tourism and Internet marketing. Prof. Dr. Ana Milenkovic uses Windows operating system, Microsoft Office, CorelDraw and Adobe Photoshop. She speaks English and French fluently.

The Role of Integrated Marketing Communications in Changeable Marketing Environment

Development of European management, business and communications is progressing rapidly, which requires fast adaptation of personnel in all fields. Concerning marketing, progressive development of Internet approach possibilities via smart phones thoroughly influences the way consumers receive information as well as the way they generally communicate with companies.

Integrated marketing communications bring us a possibility for innovative solutions which create loyal relationship between a company and consumers.

The paper “The Role of Integrated Marketing Communications in Changeable Marketing Environment“ presents the research sublimation of adequate examples and scientific quotations of professor Philip Kotler and Kevin Lane Keller in the field of marketing communications.

Nowadays, original ideas and contents which are being communicated in marketing environment, present the key factor in contemporary business, so thus we decided to focus our attention on this innovative and prosperous subject.

Key words: integrated marketing communications, innovation, ideas, consumer, development, internet.

The Paper will be published in Conference Proceedings.



Univ. Prof. Dr. Katarina Simićević
Professor at the Faculty of European Business and Marketing

Prof. Dr. Katarina Simićević was Born on May 21, 1981 in Belgrade. She graduated from Elementary school 'Svetozar Miletić' in Zemun, in 1996 as an all-A marks pupil. She graduated from the Ninth Belgrade High School in 2000 as an excellent pupil. She graduated from the European University of Belgrade – Faculty of International Management in 2004 with GPA 10, with graduation thesis theme: 'International accounting standards as a function of international management and business', mark 10. She graduated from the Faculty of Philology, University of Belgrade – group English language and literature, 2004, with mark 8,96 as an overall success. After becoming a Graduate Manager of International Business in 2004 she enrolled at Master studies at the European University of Belgrade and defended her Master thesis: 'The use of managerial accounting methods as a function of efficient multinational company management', in 2006. She defended her PhD thesis:

'Planning and control system technology as a function of multinational company management development', at the European University of Belgrade, in 2008. She works at the Faculty of European Business and Marketing.

She received the title of associate professor in 2013, for the courses of Business prognostics, Business planning and Management business projects. She stayed in London at St. Giles College London Highgate, in 2003, during her studies. She finished a course for Microsoft Office Specialist (Outlook, Word Expert, Excel Expert, Access, Power Point). She speaks English and German.

Motivation and Efficiency in The Project Team Work

Different theories of leadership have emerged and evolved in the last few decades, with the majority of them analysing how effective leaders behave. Some of the theories, like the behavioural one, forgo inborn characteristics in favour of examining the concrete actions of leaders. Leaders establish and constantly impact organizational culture, inspiring workers to enhance their efficiency, while achieving not only organizational goals, but also personal ones. Organizational efficiency can be described as the capability to implement business strategies by using existing resources.

To improve innovation, managers should eliminate obstacles in the workplace, highlight the importance of the innovation, cherish tolerance for mistakes, and stimulate the idea exchange. Both leaders and managers need to focus on the quality of communication which should always be two-way. In addition, the significance of organizational support has to be accentuated. If the workers recognise the organizational goals as their own, they will be encouraged to be innovative and creative.

Key words: leadership, motivation, efficiency, innovation, communication.

The Paper will be published in Conference Proceedings.



Univ. Prof. Dr. Marija Lukić

Associate Professor at the Faculty of European Business and Marketing

Associate Professor Marija Lukić was born in Šabac on 6th of March, 1980. In the year of 1998 she was admitted to the Faculty of International Management in Belgrade which she finished as the best student of her generation. Upon defending the thesis in 2002, she received the degree Graduate Manager of International Business. In the same year she was admitted to postgraduate-master studies at European University, as a scholar of the University where she started working as a teaching assistant – prentice at the Faculty of International Management and as a teaching associate of Rector Prof. Dr. Milija Zečević. Since 2004 she has participated, as a student-Proctor of European University, at conferences of Republic Council for the development of university education. In May 2005 she defended specialist paper at European University and acquired the title Specialist in the field of Japanese Management.

Under mentorship of Rector of European University, Prof. Dr. Milija Zečević, she began creating Master's thesis "International Management Teams – Team management" which she defended in December 2005 and acquired the title Master of Science of International Management. She tested Managing roles and Managing skills through practice, working on business cases and participating in establishing and affirming of licensed American marketing agency Studio marketing J. Walter Thompson, where she has worked as an Account Manager since February 2006, and after that as an Account Director. By working in marketing sector she successfully created and actualized Marketing strategies of multinational companies such as Kraft Foods, Mazda, Gas, Mothercare. Dr. Marija Lukić gave special contribution in organization of international sport project of tennis tournament Davis Cup (Serbia-Australia) where she played the role of project leader. She defended PhD thesis titled "International Management of multinational companies with special reference to the companies from USA, Japan and Europe – comparative approach" in October 2008 and acquired the title PhD in Science of International Management. Dr. Marija Lukić published the following scientific works: Management – science, theory or art, published in the collection of works of European Academy of Science, Vienna 2008. Team management and lobbying, International Conference, Development of Management in Central and South-East Europe, European University, 2012. Management of Change and Innovation as a factor of competitiveness of contemporary companies, Collection of works of Business Academy Novi Sad, 2012. Women and Leadership, Collection of works, International Conference, Development of Management in Central and South-East Europe, 2012. Leadership and Team Management (book), co-author Prof. Dr. Milija Zečević, European University, 2014.

Leadership And Team Management

Leadership in international business today is increasingly turning into team management, while teams are more than ever multinational concerning their members and multifunctional concerning the business they conduct. Team knowledge and experience today has to respond to the complex environment and strong influences of competition, while leadership role is more focused on not only creating conditions in which teams can achieve efficient and effective operations, but more on sustainability of teams, since human resources fluctuation is at a very high level, as well as on the rivalry between the companies at the international level for innovative, creative, dedicated and loyal team members.

Being a member of a team surpasses responsible business behaviour and not rarely does it happen that new people in a team are selected by team members and not by leaders. A team has to operate as an organised group of people, working together on certain goals, within specific operational sphere, having a leader and a defined attitude toward environment, making team decisions and accepting teams' responsibility. Team selection guarantees dedication of all the members toward the same aims. A team management leader is the one who creates conditions in which members of a team, working together, contribute and reach the target, the one who motivates them and passes on the vision.

Key words: team management, leaders, multifunctional team, vision, targets, efficiency, loyalty, creativity.

The Paper will be published in Conference Proceedings.



Docent Dr. Ksenija Lubarda

Director of Sales and Marketing, Radisson Blu Old Mill Hotel

Ksenija Lubarda is Director of Sales & Marketing department in Radisson Blu Old Mill Hotel, Belgrade. She is well known for her remarkable career in hospitality industry – with more than 13 years of sales and leadership experience. Prior to Radisson Blu Old Mill Hotel, Belgrade she held role of progressive leadership in hotel Hyatt Regency Belgrade, most recently serving as Sales Manager supporting the company's active commitment to operational excellence. She joined Carlson Rezidor Hotel Group in February 2014 as the first employee in development stage of Radisson Blu Old Mill Hotel, Belgrade, where she played a key role in establishing the new hotel on the market.

As director, Ksenija oversees overall coordination, functional management and leadership of sales and marketing initiatives for Radisson Blu Old Mill Hotel, Belgrade. Key functions include development and execution of sales strategies and developing marketing initiatives and new customer opportunities.

She graduated in 2006 from European University, Faculty of International Management – Belgrade and in 2011 received a Ph.D. in International Management.

Management aspects of the application of business standards on the example of the Radisson Blu Old Mill hotels in Belgrade

The technology of profiling the Radisson Blu Old Mill hotel in Belgrade (accommodation, restaurant products, etc.) marks the process of continuous implementation of standards in the process of creating products, building their image and their placements. The main goal of the hotel management, which is being put in place, relates to the establishment of resources and technology, that is, the functional and emotional positioning of hotel products on the hotel market.

The standards are a determinant of the sustainable success of the Radisson Blu Old Mill hotel. The established standards are the support of mobility of strategic changes (hotel employees who are responsible for introducing changes in the hotel), implementers of changes (hotel employees who are responsible for implementing changes) and recipients of changes (hotel employees to whom the change program relates). Furthermore, standards are a strategic hotel resource that reflects the total value system by which a range of hotel activities are realized in the development of hotel products, their creation and their placement, i.e. sale.

The significance of the standards is measured by the difference in relation to competitors, or whether their application can provide a competitive advantage. The image is created and maintained, basically, by delivering value to hotel consumers. Also, the image is a par excellence key to gaining loyalty of hotel consumers. It is exactly loyalty that is achieved by increasing the already positioned values.

The sale of the product requires management of the Radisson Blu Old Mill hotel to manage the sales force. Highly-motivated and motivated sales force contributes to the sale of hotel products: searching for potential hotel consumers and their qualification, presentation and demonstration (using an approach based on the features, benefits, benefits and values of the hotel product), overcoming objections, closing sales and monitoring, and maintaining contacts. In the placement of hotel products, a special place is occupied with the use of team-sales management technology and key consumer technology.

Key words: Standardization of Hotel Products, Creating the Image of the Hotel, Team Sales.

The Paper will be published in Conference Proceedings.



Dr. Goran Džafić

Associate Professor at the European University

Goran Džafić was born in Belgrade, in 1971. He finished Bachelor studies at IFAM-Paris, Faculty for International Management, Paris, department of finance and marketing. It was followed by numerous professional trainings:

- CPU Microsoft certified technical Education center (Certificate Microsoft Office Standard)
- University of Belgrade, Faculty of Economics (postgraduate studies for working in foreign trade)
- IRI Consultants (campaign organisation)
- NDI National Democratic Institute (public relations)
- McCann erickson (Stand in front of the microphone – public speaking and proceedings)
- European University for Business and Marketing, Belgrade, Graduate manager for European Business and Marketing – MASTER
- „Soko group“ Belgrade, special training for management personnel in the security sector
- University of Belgrade, Faculty of Security Studies, graduate academic MASTER of Security Studies
- Ministry of Public Administration and Local Self-Government Certificate of having passed the state exam by the programme for higher education
- European University of Belgrade, PhD academic studies, PhD in international management

He worked in various companies, as a director, manager or company founder, starting from publishing trade in „BIP“ publishing house of Belgrade, to textile and fashion industry in a Turkish company „Fevki-Ikre“ from Istanbul, „Yogieland commerce“ company Ltd Belgrade, as well as in Ateks company JSC Belgrade. His knowledge and experience proved his liability to perform numerous functions and competences:

- President of the Board of Directors of „Srpska banka“ JSC Belgrade
- Vice- President of the municipality City Municipality of Novi Beograd
- Director of the Republic Agency for Development of Small and Medium Enterprises (MERR, Government of the Republic of Serbia)
- Deputy Director of the National Agency for Regional Development (MERR, Government of the Republic of Serbia)
- Deputy Director of the Agency for Foreign Investments and promotion of SIEPA export (MERR, Government of the Republic of Serbia)

Role of Perception Management and Predictive Analysis in the Serbian Economy

In today's world of advanced science and business operations, and especially in the academic community, there are different management schools of thought ranging from different aspects of military doctrine, economy to humanities and other social sciences. Perception management integrates the key elements of security, crisis, strategic and international management, while these are constantly integrated into a joint set of activities through development of perception in terms of joint effects of economic, security-related and geopolitical issues, and hence each has a great impact on the industrial sector. A basic research problem tackled herein relates to a possibility to identify mutual relationship between perception management on the one hand and its role in reindustrialisation of the Serbian economy at the time of economic crisis on the other hand. The research involved principles and practices of management, perception management in reindustrialisation of the Serbian economy as regards maintenance of economic stability and prevention of crisis at the time of globalisation with a special emphasis on economic crisis. This research paper gives, by means of a functional analysis, an overview of possibilities arising from a synthesis of crisis management and its derivative – perception management in order to provide the definition of a “management mathematical formulae” that will primarily point out to an upcoming crisis and, at a later stage, help the recovery of the national economy through reindustrialisation and foreign direct investments.

Key words: perception management, economy, industry, economic crisis, direct investment.

The Paper will be published in Conference Proceedings.



Marija Dikanović
English Language Professor

Marija Dikanović was born in Kraljevo in 1985. In her home town, she finished the elementary and grammar school. In 2009, Marija Dikanović graduated from the Faculty of Philology, Department for English language and literature, at the University of Belgrade. The following year, Marija finished her master studies in English literature and defended her master thesis: “Religious elements in Chaucer’s Canterbury Tales”. Marija started her vocational work in 2008, when she started teaching preschool and school children and at the same time, she started doing professional translations for various clients. In 2009, she started working in an elementary school, teaching the English language, where she worked for 2 years. Afterwards, she worked for a foreign language school where she ran courses from beginners’ to advanced level. In 2012, Marija started working for the European University as a translator and a coordinator for international cooperation of this institution. Marija held many responsibilities while working at these positions, we will enlist only the few: both written and oral correspondence with various educational institutions, consecutive translation of business meetings, organizing business meeting, translating university prospectus, as well as prospectuses of the faculties that are members of the University, etc. In 2015, Marija started teaching at the Faculty of European Business and Marketing where she still works. She teaches business English courses at all levels.

The Role of Foreign Language in International Marketing

For any company in growth, globalization means expanding business to countries across the globe. With this growing need, language has become a vital part of a business success. Language is the key to achieving market “closeness”, and it is for this reason that it is important. Using the right language will ensure that marketing strategies evoke the same emotions across different cultures. In connecting with the customers we need to use language that is clear and easy to understand in order to make our brands more “human” and accessible. As a marketer, it is important to realize that targeting different cultural groups consists of transmitting a message that fits that particular target market. In other words, this means that investing in translation to globalize your product is essential to the growth and success of your business. Each country has its own unique culture and various marketing concepts that fit their individual needs. This generally means that although language is extremely important, so is culture. With the right language tools, marketing in different cultures allows you to gain a competitive advantage over your competition while creating a positive image for your brand. The paper will state how language can become a barrier to communication and it will elaborate on how language is used in marketing operations.

Key words: language, international marketing, communication, market, culture, brand, business success.

The Paper will be published in Conference Proceedings.



Dr. Mirko Tufegdžija

Dr. Mirko Tufegdžija, born July 16, 1962 in Bosanska Dubica. He received his undergraduate university education at the Police Academy, Zagreb and the Faculty of sport and physical education, Novi Sad where he received a Master degree. He achieved a PhD from European University in Belgrade.

He works as the Head of Department at the Pan-European University of Banja Luka „Apeiron“, Novi Grad and as a professor at the Faculty of Physical Education.

Directions of Development in Education Management in Bosnia and Herzegovina

It is almost impossible to talk about educational process if we do not take into account the management in this area of social life. Management in education is not an idea any more, nor a philosophical concept but it is reality of everyday life, the cause and the effect of every kind of positive development. So it needs an application which can make it more effective avoiding the elements and improvisation. Management in education is stratified so it needs more levels of education. In that sense we can talk about more levels of management in the process of education: management of the whole education which is developed through the educational system, in other words through the system of education, then management of educational institutions, management of educational programmes, in other words management of educational teaching processes and management of projects in education. When we talk about management in education we have to consider the way of operating, the way of delegating of competences and the way of decision making. Management in education have to consider financial aspect of the educational institution, as well as the way of management and the way of gathering financial means in educational institutions, to the effect of attaining the higher rate of efficiency of educational organisation.

Key words: management in education, management of function, educational conception, educational strategy, educational programmes, system of education, policy of education, management of educational institution, managing, way of operating, decision making, delegating, business plan, effectiveness, efficiency

The Paper will be published in Conference Proceedings.



Mr. Milomir Đurović

*Acting Deputy Secretary,
Secretariat for Finance of the City of Belgrade*

Milomir Đurović was born on Jan. 10, 1962 in Kraljevo where he finished elementary school and high school.

He graduated in 2000 from the Faculty of International Management in Belgrade. He acquired his MBA (Master of Business Administration) diploma in 2008. He is now in the third year of doctoral studies at the European University. He was appointed Assistant at the undergraduate and master academic studies of the Faculty of International Engineering Management program of study Engineering Management in 2008.

In 2013, he was appointed lecturer at undergraduate professional studies of Electrical and Computer Engineering. Within the institutions, companies and other legal entities he performed duties of Chief Financial Officer, Head of Accounting, Finance Director and the Director of the Faculty of International Management and European universities.

He works as the Acting Deputy Secretary at the Secretariat for Finance of the City of Belgrade.

Public Management Development with Special Emphasis on the City of Belgrade

State administration professionalism and competence for efficient and effective leadership is of essential importance for increasing competitiveness and economic opportunities of a country. Management could be applied to all forms of organization, even on local self-government, and managers apply it at all organizational levels. The function of a manager in local self-government in developed countries is to create and carry out development projects, encourage strategic planning and development, help establish public private partnership, as well as to facilitate the operations of local authorities and raise the quality of office work and decision-making with his professional knowledge. Local self-government in Serbia takes place in municipalities, cities and the city of Belgrade. Local self-government financing and budget funds spending are always at the center of attention due to the types of revenue at their disposal on the one hand, and the level of financial independence from the central authority on the other. The state in one country affects the local level as well. Planning methods, organizing, staff selection, leadership and budget execution control at the local level are closely related to efficient and effective leadership in local self-government.

Key words: management, public management, state administration, efficiency and effectiveness, local self-government, finance, budget, the city of Belgrade and the rest.

The Paper will be published in Conference Proceedings.



Prof. Dr. Nataša Petrovska

***University “SV Kliment Ohridski” Veterinary Faculty – Bitola,
R. Macedonia***

Born in 1985, in Bitola, R. Macedonia

Graduated from University “SV Kliment Ohridski” – Bitola, R. Macedonia in 2008 Postgraduate studies from European University – Skopje, R. Macedonia in 2011.

Obtained a Masters degree in Economic Science in the field of marketing.

Currently a student of doctoral studies at European University – Belgrade, R. Serbia.

Employed at Veterinary Faculty, University “SV Kliment Ohridski” – Bitola, R. Macedonia as an assistant in Economics in veterinary medicine, Management of veterinary practice with rural economy and Biostatistics.

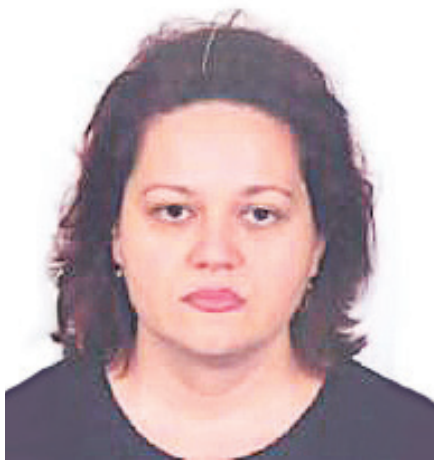
Business Development of the Food Industry in the Republic of Macedonia

Food production in each country is of strategic interest. Therefore, organizing food producers and representing their interests in the function of securing and promoting the food production is of particular importance. In the Republic of Macedonia, agriculture, together with the food industry employs 10% of the total number of employees in legal entities, accounting for 18% of the total GDP, of which agriculture and fisheries account for only 12% and the food industry for 6%. In the Republic of Macedonia 7100 enterprises are engaged with production and processing of food.

The subject of the research in this paper is the development of food companies in Macedonia, with special emphasis on Dairy JSC Bitola and Tikveš Winery, as ones of the largest and well-known companies in the food industry in Macedonia.

Key words: food industry, food production, companies, development, research.

The Paper will be published in Conference Proceedings.



Ivana Ašanin

PhD Student at the European University

EDUCATION

University Business Academy – Faculty of Economics and Engineering Management, Novi Sad: Post graduate master studies, gained the title of Master of Economic Sciences.

FIM - Faculty of International Management, Belgrade, 1997: Graduate Manager of International Business Institute IFAM - MBA University (Paris, rue C  pr  ) – Graduated in 1994

WORK EXPERIENCE

Biobalkan-Invest Ltd. Company, Belgrade, Director of the Company.

Zepter International, Belgrade, consulting services to existing users, team forming and leading, managerial work. Petroleum Industry Of Serbia, NIS-Petrol, Belgrade HR Head Office, employee relationship sector.

Petroleum Industry Of Serbia, NIS-Petrol, Belgrade, Retail Director, Retail Manager Assistant.

Holding Corporation Belgrade Branch, the HC President's Cabinet in Belgrade, Business Secretary.

Holding Corporation, Belgrade, Marketing Head Office, Department of Market Research.

Developmental Possibilities of Organic Food Production in Southeast Europe with Special Reference to Serbia - Business Approach

The organic food production project primarily involves the association of producers, the control and certification of organic products.

ORGANIC AGRICULTURE AND BUSINESS

Developmental tendencies in the field of agriculture in the modern world in recent years have increasingly included the protection of the environment and human health as the key consideration of the third millennium. At the same time, these contents are the starting point for capitalization and provide space for the development of new profitable products aimed at reconciling the areas of economy and ecology. Organic farming is currently one of the most propulsive branches in the world economy. When the principle of circular economy is applied to the field of agricultural sustainable development, it consists basically with the philosophy of organic farming. Europe has focused its endeavours on circular economy, at the same time integrating cleaner production.

Circular production is highly effective and profitable because the whole process is based on several dimensions in agricultural production, but above all it is based on the processing of agricultural waste in the production chain, which tracks the natural flow of matter as it is in nature without disturbing any cycle.

Organic agriculture is focused on the future and on further development, not only from the aspect of environmental protection and improvement of human health, but also from the standpoint of economic prosperity.

In the last ten years, the production and processing of organic products have become increasingly popular and economically significant. This is understandable since the measures and procedures used in conventional production aim to increase productivity. However, such procedures endanger the future level of production as the conditions that would contribute to long-term fertility maintenance are being destroyed.

Key words: organic agricultural production, energy efficiency, high profitability, viability of multistage agricultural production, Odaira Keikichi, sustainable development, minimization of waste, circular economy.

The Paper will be published in Conference Proceedings.



Nikola Vujnović

PhD Student at the European University

Nikola Vujnović was born on 14th January 1986 in Belgrade. He finished Vladislav Ribnikar primary school and Josif Marinković music school, then the Fifth Belgrade High School. He graduated from the Faculty of European Business and Marketing at the European University in 2013 with GPA 8.58 and received the title of a Graduate Manager. He finished his Master studies at the Faculty of International Engineering Management at the European University in 2014 with GPA 10 and received the title of a Master in Engineering Management. He is currently a doctoral student at the Faculty of International Engineering Management at the European University. He began his career in 2013 as an IT specialist at the Faculty of International Engineering Management at the European University. Towards the end of 2013 he was elected a Teaching Assistant, and at the beginning of 2015 a Teaching Fellow at the European University, IT department. He simultaneously works on the development of Internet applications, graphic design and has “PHP developer” certificate from IT Academy.

The Importance of Website Search Engine Optimization

Due to increased Internet usage and online information search, it is necessary for a business, product or service to be well presented on the Internet. Website search engine optimization, i.e. SEO (Search Engine Optimization) represents an important process of constantly affecting the ranking of a website in a web search engine such as Google or Bing. For a website to be highly ranked, it is essential that its pages be well designed and written, have emphasized key words and be adjusted to different devices and their screens. The higher ranked a site is, the more Internet traffic it will receive, i.e. more people will see your product, service or other content. This paper presents the ways in which we can optimize websites so as to ensure their high ranking and also explains the importance of it.

Key words: SEO, Internet, business, marketing, web design, HTML.

The Paper will be published in Conference Proceedings.



Dr. Jovana Radulović

Teaching Assistant at Belgrade Business School

Jovana Radulović was born on 27th March 1987 in Belgrade. She graduated from the Faculty of Economics, the University of Skopje in 2012. She represented the Balkans at the Global Student Forum in 2011 in the contest on business communication skills between the war-affected areas.

She completed post-graduate studies at the Faculty of Economics in Skopje in 2013. She stayed in Asia, Africa and all around Europe on several occasions on humanitarian missions and socio-economic programs, promoting international understanding through education.

She speaks English and French fluently and has a working knowledge of German and Spanish.

Impact of European Bank for Reconstructions and Development and European Funds on Southeastern Economy

Economic development priorities in Southeastern Europe are work placement, strengthening administrative and institutional mechanism, infrastructural and rural area development and ecology. EU budget supports growth and job creation in Southeastern Europe with its international financial institutions: EU funds and EU banks for reconstruction and development. However, poor regional cooperation between these countries makes an unfavorable environment for EU investments. Regional cooperation should be done in: transport, wastewater treatment process, protecting water quality, human resource development, (strengthening manpower program and rural development). Reaching the stable market economy with EU financial support is not only support for transition economy, but also a political and economic stability factor. The aim of the paper is to highlight importance and impact of EU financial institutions which help “rural regions of Europe” to integrate themselves to EU by their own potential of regional cooperation. A special attention is paid to two directions:

- 1) comparison degree in implementing EU standards by means of structural reforms of Southeastern countries,
- 2) cooperation improvement between these young national countries on their way to integration with EU community.

Key words: transition economy, EU financial support, integration, stability factor, rural development.

The Paper will be published in Conference Proceedings.



Dr. Jelena Dobrić Tadić

Dobrić Tadić Jelena was born on 15th May, 1983 in Indija where she finished primary and secondary school. She graduated from the Teacher Education Faculty at the University of Belgrade in 2007 and in 2009 she gained her MA degree at the same faculty. She attended doctoral studies at the European University in Belgrade, at the Faculty of European Business and Marketing, where she defended her PhD dissertation in 2017. She worked for the American company "Philip Morris International" as a brand-consumer communication specialist, then for the Italian company "Nattuzi Italia" on emphasizing the brand value and competitiveness over the other brands, as well as in "Laza Kostić" primary school in Belgrade as a classroom training professor, where she still works. At the same time she started her own marketing agency "EYE2EYE" she still runs successfully as a marketing manager. Since 2016 she has been working as an External Marketing Associate at the Office for Kosovo and Metohija, Government of the Republic of Serbia. She is active in the field of charity work; she organizes humanitarian actions for children without parental care and socially vulnerable groups.

Models of the Strategic Core of the Human Resources Management of European City Self-Governments

The conditions of business in the 21st century could be defined as turbulent. It is precisely this turbulence that influences the management of European city governments to strategically conceive their business approaches, which are consistently on the line of social well-being. Turbulence is visible both in the external and the internal European business, or in the overall social environment. Hence we emphasize the importance of human resources management of the said self-governments, as a segment that can create the right answers to the outcomes of the given turbulence.

The main goal of the human resources management of European city self-governments should be: identification of the strategic core and, consequently, the formation of a team of professional people to locate each component of their competences in a zone of excellence. Only in this way can human resources management of European city governments become a lever of development (in co-operation with that self-government management), can promote its human resources strategy to ensure a successful implementation of the organizational strategy. It is precisely the organizational strategy that can provide a new and more successful working approach whose primary goal is the perception of the satisfaction of stakeholders (employees, business partners, others).

The complexity of the content of relevant business or social objectives of European city governments requires the achievement of a synergy between all sectors of the labor force both at operational and at strategic level. Human resource models supported by scientific postulates can be a way to find not only the weak and strong points of European city governments, but also the opportunities and hazards that create the conditions of a social environment, that is, market conditions (bound, for example, for infrastructure projects).

Key words: Models of the Strategic Core, Human Resources Management, European City Self-Governments.

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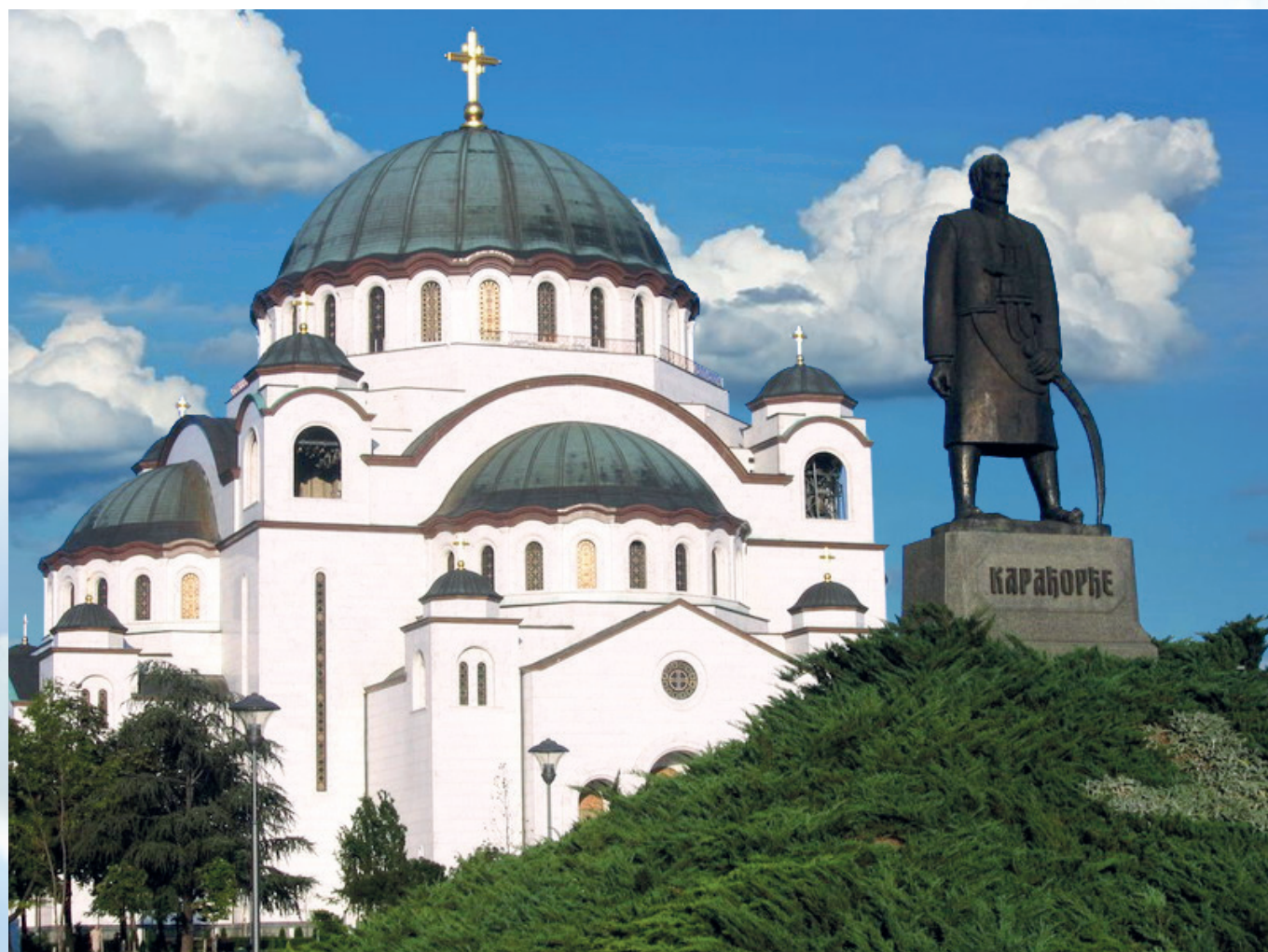
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