

26.	BUSINESS APPLICATION OF INTRANET TECHNOLOGY - THE CASE OF „HYDROELECTRIC PLANTS DJERDAP“	Slavoljub Milovanović	University of Niš, Faculty of Economics
27.	THE INFLUENCE OF INFORMATION TECHNOLOGY AND TECHNOLOGY PIONEERS ON THE SOCIO-ECONOMIC DEVELOPMENT	Žika Stojanović	Higher Business School Leskovac
		Bojan Sešel	Higher Vocational College Celje, Slovenia
28.	CONTEMPORARY E-BUSINESS AND CONSUMER PROTECTION IN THE DIGITAL ENVIRONMENT – ANALYSIS OF THE CURRENT STATE IN THE EU AND THE REPUBLIC OF SERBIA	Dušan Pavlović	Lawyer, Serbia

### ***PARTICIPATION FEE***

The participation fee is charged per person (first author) and is 120 € (VAT included). The participants should pay the equivalent value in Serbian dinars on the day of payment. The participation fee for each additional participant (co-author) is 75 € (VAT included).

The participation fee for doctoral students is 60 € (VAT included).

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The participation fee covers the conference proceedings, conference material, participation certificate, refreshments and lunch.

**The participation fee payment, two positive reviews and oral presentation at the Conference are prerequisites for the publication of the papers.**

Conference Proceedings will be published after the Conference.

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**International Scientific Conference**

**SERBIA AND THE EUROPEAN UNION**

**Faculty of Economics Niš, October 18, 2012**

### **PROGRAM OF THE CONFERENCE**

<b>10,00 - 11,00</b>	<b>Registration</b>
<b>11,00 - 12,00</b>	<b>Plenary Session</b>
<b>11,00 - 11,15</b>	<b>Welcome speeches</b> <b>Prof. dr Zoran Arandelović</b> , Dean of the Faculty of Economics Niš <b>Prof. dr Dragan Antić</b> , Rector of the University of Niš
	<b>KEY-NOTE SPEACH</b>
<b>11,15 - 12,00</b>	<b>Dr Srđan Redžepagić</b> , Deputy director, Institute of Economic Sciences
<b>12,00 - 12,30</b>	<b>Coffee break</b>
<b>12,30 - 15,00</b>	<b>PARALLEL SESSIONS</b>
<b>15,00</b>	<b>Lunch</b>

**PROGRAM OF THE PARALLEL SESSIONS 12,30–15,00**  
(Presentation 10-15 minutes, discussion 5-10 minutes per paper)

**SESSION 1 ECONOMIC POLICY, FINANCIAL MARKETS  
AND FINANCIAL REPORTING HARMONIZATION WITH EUROPEAN UNION**

CONFERENCE ROOM B (sala instituta)

Session Chair: Doc. dr Igor Mladenović

	TITLE OF THE PAPER	Author(s)	Institution
1.	COMPARATIVE ANALYSIS OF COMPETITIVENESS: SERBIA, THE WESTERN BALKANS AND THE EU	Slobodan Cvetanović Igor Mladenović Srđan Miličević	University of Niš, Faculty of Economics University of Niš, Faculty of Economics
2.	ECONOMIC GROWTH AND EU FUNDS IN BULGARIA (2007 – 2011)	Christian Tanushev	UNWE, Sofia, Bulgaria
3.	IMPROVEMENT OF MACROECONOMIC PERFORMANCES IN ORDER TO RAISE THE LEVEL OF COMPETITIVENESS OF SERBIAN ECONOMY	Marija Petrović- Randelović Snežana Radukić	University of Niš, Faculty of Economics University of Niš, Faculty of Economics
4.	SERBIA ON ITS PATH TO EUROPE	Ivana Avramović Marina Malenović Leposava Jovanović	University of Niš, Faculty of Economics (PhD student) University of Niš, Faculty of Economics (PhD student) Faculty of Management Zajecar
5.	PROBLEMS IN THE STATE AND DEVELOPMENT OF THE HEALTHCARE SYSTEM IN THE EUROPEAN UNION	Aleksandra Kirova	UNWE, Sofia, Bulgaria
6.	INNOVATION AS A FACTOR OF DEVELOPMENT TOURISM IN SERBIA	Jovica Mojić	University of Niš, Faculty of Economics (PhD student)
7.	SOVEREIGN DEBT CONTAGION ACROSS THE EU: SEARCHING FOR CAUSES AND MECHANISMS	Marko Malović Srđan Marinković	Institute of Economic Sciences, Belgrade University of Niš, Faculty of Economics
8.	USING ORACLE DATA MINER FOR FINANCIAL TIME SERIES FORECASTING	Jovica Stanković Ognjen Radović	University of Niš, Faculty of Economics University of Niš, Faculty of Economics
9.	PREDICTION OF RETURN OF INVESTORS IN MUNICIPAL BONDS IN TERMS OF GLOBALIZATION	Dragan Milovanović	University of Banja Luka, Faculty of Economics
10.	AUDIT REPORTS – IMPORTANT INSTRUMENT FOR ENHANCING THE TRUST IN ANNUAL FINANCIAL STATEMENTS	Toma Donchev	UNWE, Sofia, Bulgaria
11.	THE FAIR VALUE AND THE ECONOMIC VALUE ADDED	Iva Bankova Moneva	D. A. Tsenov Academy of Economics, Svishtov, Bulgaria
12.	INTANGIBLE ASSETS IN THE ANNUAL FINANCIAL STATEMENTS OF THE COMPANIES	Nikolina Grozeva	D. A. Tsenov Academy of Economics, Svishtov, Bulgaria

**SESSION 2 MODERN CONCEPTS OF MANAGEMENT, MARKETING,  
AND IT BUSINESS APPLICATIONS**

CONFERENCE ROOM A

Session Chair: Doc. dr Marija Anđelković Pešić

	TITLE OF THE PAPER	Author(s)	Institution
13.	INSTITUTIONAL PREREQUISITES FOR THE SUSTAINABLE CONSUMPTION IN EUROPEAN UNION AND SERBIA	Ljiljana Stanković Suzana Đukić Ana Popović	University of Niš, Faculty of Economics University of Niš, Faculty of Economics University of Niš, Faculty of Economics
14.	EFFECTIVE ASSORTMENT MANAGEMENT DEPENDS ON THE ROLE OF THE STRATEGIC DECISIONS	Simeonka Aleksandrova Petrova	D. A. Tsenov Academy of Economics, Svishtov, Bulgaria
15.	QUALITY AS A FACTOR OF COMPETITIVENESS IN SERBIAN ENTERPRISES	Gorica Bošković Vesna Janković-Milić Marija Anđelković- Pešić	University of Niš, Faculty of Economics University of Niš, Faculty of Economics University of Niš, Faculty of Economics
16.	STRATEGIES IN THE BREWING INDUSTRY IN BULGARIAN MARKET	Penka Goranova	D. A. Tsenov Academy of Economics, Svishtov, Bulgaria
17.	MODERN MANAGEMENT CONCEPTS FOR THE PRODUCTION OF BIOLOGICAL PRODUCTS AND GENETICALLY MODIFIED ORGANISMS AND FOOD	Violeta Ivanova	D. A. Tsenov Academy of Economics, Svishtov, Bulgaria
18.	SOME ASPECTS OF THE ENTERPRISE'S STRATEGY EFFICIENT IMPLEMENTATION	Bojan Krstić Vladimir Ivanović	University of Niš, Faculty of Economics
19.	INVESTING IN HUMAN CAPITAL IN PUBLIC ADMINISTRATION – THE CASE OF THE REPUBLIC OF MACEDONIA –	Pece Nedanovski Katerina Sapkova	Ss. Cyril and Methodius University Skopje, Faculty of Economics, Republic of Macedonia Ss. Cyril and Methodius University in Skopje, Faculty of Law, Republic of Macedonia
20.	SPECIFIC MANIFESTATIONS IN THE ORGANIZATION OF MARKETING ACTIVITIES IN EUROPEAN REGION DURING CRISIS	Nadezhda Veselinova	D. A. Tsenov Academy of Economics, Svishtov, Bulgaria
21.	IMAGE AS AN ELEMENT OF NATIONAL TOURISM MARKETING	Zhivka Tananeeva	D. A. Tsenov Academy of Economics, Svishtov, Bulgaria
22.	MANAGERIAL DECISIONS AND THE NECESSITY OF MEASURING INTELLECTUAL CAPITAL IN ORDER TO STRENGTHEN THE COMPETITIVENESS	Boban Melovic Ana Lalevic Filipovic Selma Demirovic	Faculty of Economics, Podgorica, Montenegro, Faculty of Economics, Podgorica, Montenegro
23.	ACCESSION TO EU - BUSINESS COMMUNITY EXPECTATIONS	Jelena Stanković Vesna Janković-Milić Marija Anđelković- Pešić	University of Niš, Faculty of Economics University of Niš, Faculty of Economics University of Niš, Faculty of Economics
24.	MODERN QUALITY MANAGEMENT IN HOTEL TOURISM	Anton Vorina, mag. Božidar Veljković	Vocational College of Business and Commerce, Slovenia Faculty of Tourism in Brežice, Slovenia
25.	THE KNOWLEDGE-BASED ECONOMY AND THE LISBON STRATEGY: RESULTS FROM THE APPLICATION AND THE FUTURE	Christo Ivanov	UNWE, Sofia, Bulgaria