



XXIX International Scientific Conference
Strategic Management
and Decision Support Systems
in Strategic Management
SM2024
Subotica (Serbia), 17-18 May, 2024

AGENDA of SM2024

17 may 2023

9.30 Registration

10.00 – 11.00 Plenary session (amphitheatre A1)

Moderator: Viktorija Petrov, PhD, University of Novi Sad, Faculty of Economics in Subotica

- Ljubomir Pupovac, PhD, UNSW Sydney: To 'Make' Or 'Source' General-Purpose Technology-Based New Product Innovation Assets?
- Janez Povh, PhD, Rudolfovo - Science and Technology Centre Novo Mesto: Supercomputing and Quantum Computing for Better and Faster Decisions

11.00 – 11.30 Coffee break

11.30 – 13.30 Parallel sessions

13.30 – 14.30 Lunch break

14.30 – 16.00 Panel discussion: Izazovi proizvodnje organske hrane (Regional Innovation Startup Centre, room 301)

Moderator: Stanislav Zekić, PhD, University of Novi Sad, Faculty of Economics in Subotica

Participants:

- Dragan Milić, PhD, University of Novi Sad, Faculty of Agriculture
- Nenad Novaković, Organica Control System
- Ana Marušić Lisac, Biotechnicon Entrepreneurial Centre

16.00 – 16.30 Coffee break



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16.30 – 18.00 Panel discussion: Razvoj proizvoda (Regional Innovation Startup Center, room 301)

Moderator: Dejana Zlatanović, PhD, University of Kragujevac, Faculty of Economics

Participants:

- Erna Povh, University of Ljubljana, Faculty of Economics
- Stefan Salom, Inspira group
- Ana Pegan, Serbian Product Community

19.00 – 23.00 Gala dinner (Terasa Muški štrand, Palić)

18 May 2024

11.00 – 14.00 City tour



Session 1 – Friday, May 17, 11.30 (A1)

Moderator: [Žana Jurjević, PhD, University of Novi Sad, Faculty of Economics in Subotica](#)

1. ASSESSING THE CARBON FOOTPRINT AND CUMULATIVE ENERGY DEMAND OF BIODIESEL PRODUCED FROM RAPESEED OIL IN SERBIA (Ferenc Kiss, Reka Korhec)
2. PROFITABILITY DYNAMICS OF FOOD COMPANIES AMIDST COVID-19 CHALLENGES: EVIDENCE FROM SERBIA (Bojana Vuković, Teodora Ilić, Dejan Jakšić, Nedeljko Tica)
3. PROFITABILITY DETERMINANTS OF AGRICULTURAL SMES FROM REPUBLIC OF SERBIA (Dragana Novaković, Dragan Milić, Tihomir Novaković, Mirela Tomaš Simin)
4. EFFICIENCY ANALYSIS OF AGRICULTURAL PRODUCTION IN THE EUROPEAN UNION (Željana Ivošević, Boris Radovanov, Aleksandra Marcikić Horvat)
5. GENERATION Z ATTITUDES TOWARDS ORGANIC FOOD: A REVIEW (Sanja Džever, Dražen Marić, Ksenija Leković, Dunja Kostić)
6. APPROACHES TO MEASUREMENT SUSTAINABILITY OF AGRI-FOOD VALUE CHAINS (Sanja Titin, Rade Popović)
7. THE GREEN FOOD SUPPLY CHAIN CONCEPT (Marija Jeremić, Bojan Matkovski, Stanislav Zekić)
8. STRATEGIC DECISIONS IN LOGISTIC OF SUGAR BEET CAMPAIGN (Dejan Brcanov, Nebojša Gvozdenović)
9. THE INFLUENCE OF USING MINERAL FERTILIZERS ON THE OUTPUT IN CROP PRODUCTION: CASE OF THE SOUTH BAČKA DISTRICT (Danilo Đokić, Bojan Matkovski, Žana Jurjević)
10. ASSESSING THE SERBIA EU INTEGRATION PROCESS IMPACTS ON KEY AGRICULTURAL MARKET PRODUCTS USING THE AGMEMOD MODEL (David Kranjac, Krunoslav Zmajić, Tihana Sudarić, Jaka Žgajnar, Maja Petrač, Marija Ravlić)

Session 2 – Friday, May 17, 11.30 (A2)

Moderator: [Olgica Glavaški, PhD, University of Novi Sad, Faculty of Economics in Subotica](#)

1. MACROECONOMIC DETERMINANTS OF CORPORATE DEBT: EVIDENCE FROM NORTH MACEDONIA (Dragica Odžaklieska, Ilija Hristoski, Tatjana Spaseska)
2. ASSESSING COLLABORATIVE CLIMATE IN ORGANIZATIONS (Viktorija Petrov, Zoran Drašković, Đorđe Čelić)
3. SUSTAINABILITY OF CORPORATE TAX REVENUES IN EUROPEAN OECD ECONOMIES: EATR CUTS AND FDI INFLOW (Jelena Trivić, Marina Beljić, Olgica Glavaški)
4. EVENT-DRIVEN ANALYSIS OF THE EFFECTIVENESS OF EUROPEAN ECONOMIC SANCTIONS AGAINST RUSSIA (2022-2024) (Aleksandr Chernykh)
5. INFLATIONARY PRESSURES IN THE CONDITIONS OF GLOBAL UNCERTAINTIES: EVIDENCE FROM DEVELOPED EUROPEAN ECONOMIES (Jovica Pejčić, Olgica Glavaški, Aleksandar Sekulić)



6. ANALYSIS OF THE INFLUENCE OF SELECTED MACROECONOMIC VARIABLES ON THE PUBLIC DEBT OF SERBIA (Nenad Benović, Ivan Milenković)
7. RURAL TOURISM IN FEDERATION OF BOSNIA AND HERZEGOVINA – CURRENT SITUATION AND PERSPECTIVES (Nerma Čolaković-Prguda, Irma Đidelića Čolaković)

Session 3 – Friday, May 17, 11.30 (A3)

Moderator: Dejan Jakšić, PhD, University of Novi Sad, Faculty of Economics in Subotica

1. THE QUALITY OF FINANCIAL STATEMENTS DURING THE CRISIS PERIOD (Kristina Pešović, Dušan Saković, Dijana Rađo, Teodora Ilić)
2. EFFECTS OF ACQUISITIONS ON FINANCIAL AND ESG PERFORMANCE: ANALYSIS OF SIEMENS MOBILITY'S FINANCIAL AND SUSTAINABILITY REPORTS (Slađana Savović, Violeta Domanović, Biljana Jovković)
3. TAX BENEFITS OF R&D IN CRISIS CIRCUMSTANCES - ACCOUNTING ASPECTS (Nikola Rakić)
4. MODERN PHILOSOPHY OF ACCOUNTING AND ENCOUNTERS WITH THE FUTURE (Miloš Todosijević, Radmilo Todosijević, Sanel Mehmedi)
5. ESG REPORTING IN CRISIS CIRCUMSTANCES: READINESS AND OBSTACLES OF ACCOUNTANTS IN BIH (Miloš Grujić, Željko Vojinović)
6. USABILITY OF MANAGEMENT ACCOUNTING TECHNIQUES IN CRISIS CIRCUMSTANCES (Dragana Đorđević)

Session 4 – Friday, May 17, 11.30 (A4)

Moderator: Sonja Vučenović, PhD, University of Novi Sad, Faculty of Economics in Subotica

1. ARTIFICIAL INTELLIGENCE IN THE FUNCTION OF CONTENT CREATION IN DIGITAL MARKETING (Jelena Šidanski)
2. THE FUNCTIONING OF RETAIL STORES OF FMCG IN CIRCUMSTANCES OF CRISES IN THE REPUBLIC OF SERBIA (Radenko Marić, Goran Vukmirović, Daniela Nuševa, Sonja Vučenović, Nikola Macura)
3. ANALYSIS OF USERS' ATTITUDES TOWARDS THE USE OF MOBILE TECHNOLOGIES IN REPUBLIC OF SERBIA (Julija Vidosavljević, Veljko Marinković)
4. THE IMPACT OF DIGITALIZATION ON SUSTAINABLE FOOD SUPPLY CHAIN MANAGEMENT (Daniela Nuševa, Ksenija Leković, Sonja Vučenović, Radenko Marić, Dražen Marić, Goran Vukmirović)
5. PRICE PROMOTIONS AND BRAND GROWTH (Saša Ćirić)
6. MEDIA MIX BUDGET ALLOCATION (Nenad Đokić, Nikola Milićević, Ines Đokić)

Session 5 – Friday, May 17, 11.30 (S1)

Moderator: Vuk Vuković, PhD, University of Novi Sad, Faculty of Economics in Subotica



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1. BARRIERS IN THE IMPLEMENTATION AND ADOPTION OF CLOUD ERP SYSTEMS (Vuk Vuković, Nebojša Gagić, Nebojša Taušan, Lazar Raković, Slobodan Marić)
2. EXPLORING USER SATISFACTION: A TOPIC MODELING APPROACH (Luka Gluščević, Olivera Grljević, Mirjana Marić)
3. THE EFFECT OF RECENT CRISIS SITUATIONS ON THE SUSTAINABILITY OF INDEBTEDNESS OF THE MANUFACTURING SECTOR OF SERBIA (Miloš Đaković, Nada Milenković, Jelena Andrašić)
4. ANALYSIS OF THE BREAK-EVEN POINT IN SELECTED COMPANIES IN CRISIS CIRCUMSTANCES (Suzana Cvijanović, Vitomir Starčević)
5. MEASURING THE IMPACT OF GEOPOLITICAL RISK ON CAPITAL MARKET IN SELECTED DEVELOPED COUNTRIES (Milica Indić, Vera Mirović, Branimir Kalaš, Miloš Pjanić)

Session 6 – Friday, May 17, 11.30 (S2)

Moderator: Radmila Bjekić, PhD, University of Novi Sad, Faculty of Economics in Subotica

1. DIGITAL NOMADS AND THEIR INFLUENCE ON LOCAL ECONOMY DEVELOPMENT (Marija Lazarević – Moravčević, Marija Mosurović Ružičić, Mihailo Paunović)
2. THE STUDENTS' PERCEPTION OF THEIR SOFT SKILLS – BASED ON RESEARCH RESULTS FROM HUNGARY AND SERBIA (Agneš Slavić, Maja Strugar Jelača, Timea Juhász, Nemanja Berber, Dimitrije Gašić)
3. THE EFFECTS OF HIGH WORK INVOLVEMENT ON THE WELL-BEING OF IT SECTOR EMPLOYEES IN THE REPUBLIC OF SERBIA (Tamara Jevtić, Dimitrije Gašić)
4. DOES EMPLOYER BRANDING MATTER IN HEALTHCARE ORGANIZATIONS? PERCEPTION OF HEALTHCARE WORKERS IN THE REPUBLIC OF SERBIA (Milica Stanković, Marko Slavković)
5. FACTORS THAT DRIVE BRAIN DRAIN IN GENERATION Z: A LESSON LEARNED (Marko Slavković, Vesna Stojanović Aleksić, Dejana Zlatanović, Marijana Bugarčić, Marija Mirić)
6. PROCESS INNOVATION AS A RESULT OF CRM MECHANISMS (Bojan Leković, Dušan Bobera, Milenko Matić)



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Session 7 – Friday, May 17, 11.30 - Virtual session (<https://teams.microsoft.com/l/meetup-join/19%3aHx-s0ku4uLKksF5Ng4VFAZDfftgm3zocaNzRQvJwUE1%40thread.tacv2/1715678897659?context=%7b%22Tid%22%3a%2251f77baf-35bb-497b-acc1-3f49888c4b45%22%2c%22Oid%22%3a%223a10c315-9e8c-4366-a80e-7c8e40996c8b%22%7d>)

Moderator: Marko Aleksić, PhD, University of Novi Sad, Faculty of Economics in Subotica

1. ANALYSIS OF TRADE MARGINS IN SERBIA (Radojko Lukić)
2. CORPORATE SOCIAL RESPONSIBILITY AND THE IMPORTANCE OF ESG REPORTING FROM THE YOUNG GENERATION PERSPECTIVE (Miriana Blahušiaková)
3. IT CONSUMERIZATION – A SYSTEMATIC MAPPING STUDY (Marijana Petrović)
4. THE USE OF CLOUD COMPUTING IN HIGHER EDUCATION IN REPUBLIC OF NORTH MACEDONIA (Dejan Zdraveski, Kosta Sotiroski, Margarita Janeska, Gjorgji Manceski, Petar Avramovski)
5. VIDEO GAME INDUSTRY: A MARKETING PERSPECTIVE (Dinko Jukić)
6. PORTRAYING THE LEVEL OF DIGITAL PERFORMANCE AND INNOVATION OF THE EUROPEAN PUBLIC SECTOR: CONTEXTUALISING THE RELATIONSHIP BETWEEN E-GOVERNMENT AND DIGITAL INNOVATION (Cristina Christie, Ciel Bovary, Oana-Ramona Lobont)
7. SPORT-ORIENTED CORPORATE RESPONSIBILITY (Zsuzsanna Gosi, Norbert Ákos Zsembery)
8. SIGNIFICANCE OF EXPLAINABLE ARTIFICIAL INTELLIGENCE (XAI) IN MARKETING (Zvezdana Krstić, Mirjana Maksimović)
9. RECONFIGURATION OF COOPERATION TIES OF RUSSIAN MANUFACTURING FIRMS UNDER ECONOMIC SANCTIONS (Victoria Golikova, Boris Kuznetsov)
10. MILITARY CONFLICTS AND COUNTRY IMAGE: THE COUNTRY IMAGE OF BELLIGERENTS IN LIGHT OF UKRAINE, A DEMOGRAPHIC, COMMUNICATION CHANNEL AND POLITICAL PREFERENCE BASED PERSPECTIVE (Róbert Dobó)