Conference review

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CONTEMPORARY ISSUES IN ECONOMICS, BUSINESS AND MANAGEMENT - EBM 2016

November 9-10, 2016, Faculty of Economics - University of Kragujevac, the Republic of Serbia

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The Fourth International Scientific Conference entitled *Contemporary Issues in Economics, Business and Management - EBM 2016* took place at the Faculty of Economics in Kragujevac on 9th and 10th November 2016. The conference has been held biennially since 2010 and was dedicated to contemporary issues in management and economics. As the previous one, this fourth consecutive conference represented an opportunity to reinforce the old and establish new connections, exchange experiences and discuss the research results achieved in the past period. This year, in parallel with the EBM 2016 conference, there was also the four-party conference entitled The 14th Polish-Italian-Ukrainian-Serbian Scientific Symposium: Contemporary Challenges in Economics, Business and Management, which is the result of many years of cooperation between the Faculty of Economics, University of Kragujevac, and the following faculties: the Faculty of Economics, the University of Messina, Italy, the Cracow University of Economics from Poland and the Kiev National University of Trade and Economics from Ukraine. After this year's meeting,

cooperation between these faculties is expected to be further strengthened and enriched with new contents. In addition to the participants from Poland, Ukraine and Italy, the conference was also attended by the participants from Slovenia, Russia, Slovakia and Macedonia, as well as a large number of researchers from the universities of the Republic of Serbia.

Scientific cooperation through conferences of this type is important for several reasons. In the daily changing modern world, we are faced with many challenges imposing the necessity of reshaping business and management strategies, as well as the ways of leading organizations and the overall economic policy. Managers and economists bear an enormous responsibility for the development of the economy and society as a whole, and researchers and scholars in this area have an even greater responsibility on their part since they are expected to offer new purposeful and efficient solutions and guidelines for the development of enterprises and sustainable economic growth. The Conference was an opportunity for researchers to attempt to contribute to solving the current problems of economics and management, as well as launch the new issues that will be the subject matters to consideration and resolution in the days ahead. In this context, the participants presented the

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papers within several areas: management, applied informatics and quantitative methods in economics and management, organizational behavior, human resources management, accounting, corporate social responsibility, marketing, business process management, entrepreneurship, regional development, finance, banking and public sector management.

In the plenary session, a key note speech was given by Matjaz Mulej, a Professor Emeritus of the Faculty of Economics in Maribor, Slovenia, and was dedicated to the importance of the corporate social responsibility of modern organizations and indicated that social responsibility is one of the most important preconditions for the sustainable economic development of any economy. Anna Duginets from the Kiev National University of Trade and Economics, Ukraine, gave a key note speech about the institutional analysis of the production networks, whereas Daniela Rupo from the Faculty of Economics, University of Messina, Italy, gave a key note speech on the strategic link between intellectual capital and open innovation.

After the plenary session, more than 80 authors presented over 40 papers within the 4 parallel sessions: Key Issues in Management and Marketing, Globalization and Regionalization, Accounting and Business Finance, Applied Informatics and Quantitative Methods in Economics and Management.

The papers presented in the four-party conference are related to the significance of the employer brand in the employment of college and university graduates, the shadow economy in foreign trade, university education in the era of modern challenges, the business process mapping for improving the e-supply chain performance, the network paradigm in management science, the opinion mining framework and its implementation, the importance of franchise networks in economy and logistics management.

In the concluding remarks, the majority of the participants assessed the discussions as creative, constructive and meaningful, with the expectation that these Proceedings would be beneficial to both the academic and a wider professional public and that they would be a good basis for a new scientific research.

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Prikaz konferencije

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Univerzitet u Kragujevcu, Ekonomski fakultet

Dana 9 i 10. novembra 2016, na Ekonomskom fakultetu Univerziteta u Kragujevcu održana je Četvrta međunarodna naučna konferencija *Contemporary issues in economics, business and management - EBM 2016*. Konferencija se od 2010. održava bijenalno i posvećena je savremenim temama iz oblasti menadžmenta i ekonomije. Kao i prethodne, ovogodišnja četvrta konferencija po redu, predstavljala je priliku za učvršćivanje starih i uspostavljanje novih veza, razmenu iskustava i razmatranje rezultat istraživanja u prethodnom periodu. Paralelno sa konferencijom EBM 2016, ove godine održana je i četvoropartitna konferencija The 14th Polish-Italian-Ukrainian-Serbian Scientific Symposium: Contemporary Challenges in Economics, Business and Management, koja je rezultat višegodišnje saradnje Ekonomskog fakulteta Univerziteta u Kragujevcu i sledećih fakulteta: Faculty of Economics, University of Messina, iz Italije, Cracow University of Economics, iz Poljske i Kiev National University of Trade and Economics, iz Ukrajine. Pored učesnika iz Poljske, Ukrajine i Italije, Konferenciji su prisustvovali učesnici iz Slovenije, Rusije, Slovačke i Makedonije i veliki broj istraživača sa univerziteta iz Republike Srbije.

Naučna saradnja kroz konferencije ovog tipa, značajna je iz više razloga. U savremenom svetu koji se svakodnevno menja, suočavamo se sa mnogobrojnim izazovima koji nameću nužnost preoblikovanja poslovnih i upravljačkih strategija, kao i načina vođenja organizacija i celokupne ekonomske politike. Menadžeri i ekonomisti imaju ogromna odgovornost za razvoj privrede i društvene zajednice u celini, a odgovornost za istraživače i naučne radnike u ovoj oblasti je još veća, jer se od njih očekuje da ponude nova svrsishodna i efikasna rešenja i smernice za razvoj preduzeća i održivi ekonomski rast. Konferencija je predstavljala priliku da istraživači pokušaju da doprinesu rešavanju aktuelnih problema iz oblasti ekonomije i menadžmenta, kao i da pokrenu nova pitanja koja će biti predmet razmatranja i rešavanja u danima koji su pred nama. U tom kontekstu, učesnici su predstavili radove iz više oblasti: menadžmenta, poslovne informatike, organizacionog ponašanja, upravljanja ljudskim resursima, računovodstva, korporativne društvene odgovornosti, marketinga, upravljanja poslovnim procesima, preduzetništva, regionalnog razvoja, finansija, bankarstva, upravljanja javnim sektorom.

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U Plenarnoj sesiji, uvodno predavanje održao je Matjaž Mulej, profesor emeritus Ekonomskog fakulteta u Mariboru, Slovenija, koje je bilo posvećeno značaju

društveno odgovornog poslovanja savremenih organizacija i ukazalo da je društvena odgovornost jedan od najznačajnijih preduslova održivog ekonomskog razvoja svake ekonomije. Anna Duginets, sa Kiev National University of Trade and Economics, iz Ukrajine, održala je predavanje na temu institucionalne analize produkcionih mreža, dok je Daniela Rupo sa Faculty of Economics, University of Messina, iz Italije, predavanje posvetila strategijskoj povezanosti intelektualnog kapitala i otvorenih inovacija.

Nakon Plenarne sesije, više od osamdeset autora, predstavilo se sa preko četrdeset radova u okviru četiri paralelne sesije: Key issues in management and marketing, Globalization and regionalization, Accounting and business finance, Applied informatics and quantitative methods in economics and management.

U okviru četvoropartitne konferencije predstavljeni su radovi u kojima je razmatran značaj brenda u politici zapošljavanja diplomiranih studenata, specifičnosti sive ekonomije u međunarodnoj razmeni, značaj univerzitetske edukacije u eri modernih obrazovnih sistema u skladu sa zahtevima regrutovanja kadrova, oblast mapiranja poslovnih procesa i poboljšanja e-lanaca snabdevanja, paradigma umrežavanja u nauci o menadžmentu, značaj franšiznog umrežavanja u industriji, kao i upravljanje logistikom u lancima snabdevanja.

Ocena najvećeg broja učesnika u okviru zaključnih razmatranja, jeste da je diskusija bila kreativna, konstruktivna i sadržajna, uz očekivanje da će biti korisna, kako akademskoj, tako i široj stručnoj javnosti, te da će predstavljati dobru osnovu za nova istraživanja.

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