

Conference Venue: Academy of Science and Art of Republic of Srpska -
A N U R S (Akademija Nauka i Umjetnosti RS)
1 Bana Lazarevića Street, Banja Luka

CONFERENCE PROGRAMME

April 9, Wednesday

20:00 Welcoming reception: **Hotel "BOSNA"**

April 10, Thursday

08:30-16:00 Registration

09:30-09:50 Welcome address

Jovo Ateljevic - Conference Chair, Faculty of Economics, University of Banja Luka

Novak Kondic - Dean of Faculty of Economics, University of Banja Luka

Launching MBA programme - Faculty of Economics, University of Banja Luka

Partners Representatives

Hege Eiklid - HERD Board Representative

Dragan Antić - Rector of the University of Niš (Serbia)

Jasmin Komic - Minister of Science and Technology of Republic of Srpska

09:50-09:55 Conference opening

Stanko Stanic, Rector of the University of Banja Luka

10:00-11:45 Keynote address and plenary discussion

Vassilis Fouskas - East London University, London, UK - "The secrets of the temple"

Andrew Burke, Cranfield University, UK – "Freelancers as major enablers and drivers of the entrepreneurial economy"

Donato, Iacobucci, University of Ancona, Italy – "The state of university-industry relations in Italy"

Representatives of HERD programme projects: "Knowledge, Technology and Innovation (KTI): Opportunities, Issues and Challenges of KTI transfer between Norway and Balkans countries"

11:45-12:00 Refreshment break

12:00-13:00 Keynote address and plenary discussion

Peter Rosa, The Edinburgh University, UK- "Is academic entrepreneurship research becoming an ivory tower?"

David Smallbone, Kingston University, UK – "Entrepreneurship in a Transition Context"

13:00-14:00 Lunch

14:00-15:30 Parallel paper sessions

15:30-15:45 Refreshment break

15:45-17:15 Parallel paper sessions

17:15-18:30 Research agenda and networking

20:00-23:00 Gala dinner and entertainment - Restaurant "KAZAMAT"

April 11, Friday

General programme

08:00-16:00 Registration

09:00-10:00 Keynote address and plenary discussion

Alistair Anderson, Robert Gordon University, UK- “The economic reification of entrepreneurship; reviving the social”

Simon Rothwell (Founder and CEO of Foftek Ltd) and Andrew Burke (Cranfield University School of Management)- “How successful entrepreneurs can explore opportunities, manage risk and develop innovation strategies?”

10:00-10:15 Refreshment break

10:15-12:00 Parallel paper sessions

12:00-13:00 Lunch

13:00-14:45 Parallel paper sessions

14:45-15:15 Refreshment break

15:15-18:00 WRITING/PUBLISHING WORKSHOP, Small theatre (first floor)

Instructors

Peter Rosa - The Edinburgh University, UK

Donato Iacobucci - University of Ancona, Italy

Andrew Burke - Cranfield University School of Management, UK

Vassilis Fouskas - East London University, London, UK

Alistair Anderson - Robert Gordon University, UK

18:00-18:30 BEST PAPER AWARD, Main theatre (ground floor)

Closing Keynote

20:00 Informal dinner and entertainment

April 12, Saturday

Social Activities (Organized and Individual)

DETAIL PROGRAMME

April 10, Thursday

Parallel paper sessions – Main theatre (ground floor)

ECONOMIC DEVELOPMENT/ENTREPRENEURSHIP, MACRO ENVIRONMENT AND TRANSITION

14:00-15:30 Session Chairs: David Smallbone and Zoran Borovic

Arnela Nanić (BiH) THE PURCHASING POWER AND CONSUMER AWARENESS AS A FACTOR OF DEVELOPMENT THE DOMESTIC MARKET

Kristijan Ristic, Zarko Ristic (BiH), MEGASTATE, GLOBAL CAPITALISM AND MACROECONOMIC MANAGEMENT OF STABILITY AND GROWTH

Ivana Plazibat, Ivan Peronja, Ana-Marija Alfirević (Croatia) ANALYSIS OF THE RETAIL PRICE CALCULATION AND THE IMPACT OF PRICE CHANGES IN THE MARKET DUE TO INTRODUCTION OF THE NEW VAT RATE IN CROATIA

Dragana Marković, Srđan Furtula (Serbia) THE LOSS OF MONETARY SOVEREIGNTY AS A RESULT OF ALTERNATIVE EXCHANGE RATE REGIME

Nikola Vukmirović, Mirjana Stojanović Trivanović, Nenad Lalić, Dragan Milovanović, Dženan Kulović (BiH) PREDICTION OF COMPANIES' OPERATING DIFFICULTIES IN WOOD INDUSTRY OF REPUBLIC OF SRPSKA

Emilija Vuksanović, Violeta Todorović, Nenad Tomić (Serbia) THE SEPA DIRECT DEBIT IN THE PAYMENT SYSTEM OF SERBIA

Risto Mijalov, Dejan Iliev, Goran Kitevski (Macedonia) THE SOCIO-POLITICAL CONDITIONS AND ENTREPRENEURSHIP IN REPUBLIC OF MACEDONIA

Zoran LUKIĆ, Predrag ĐURIĆ, Boris NOVARLIĆ (BiH) SOME OF SPECIFICS OF THE BUSINESS ENVIRONMENT IN THE REPUBLIC OF SRPSKA FROM THE ASPECT OF RESTRICTIVE EXTERNAL FACTORS

Georgios Panos (UK) FINANCIAL LITERACY IN TRANSITION

Đogo Marko (BiH), RESET OF TRANSITION

Jasmina Okičić (BiH) OPPORTUNITIES FOR INTERNATIONAL PORTFOLIO DIVERSIFICATION ACROSS THE SOUTH EASTERN EUROPEAN REGION

Miloš Šolaja (BiH) UNFINISHED STATE, INTERNATIONAL COMMUNITY AND TRANSITION OF SOVEREIGNTY - CASE STUDY BOSNIA AND HERZEGOVINA

Parallel paper sessions - Main theatre (ground floor)

BUSINESS/SMES FINANCING AND ACCOUNTING, BUSINESS RISK EVALUATION

15:45-17:15 Session chairs: Andrew Burke and Jelena Poljasevic

Nikolay Ch. Netov, Boyan Lomev (Bulgaria) BALKANS CAPITAL MARKETS AND MARKET RISK FORECASTING UNDER LONG MEMORY IN RETURNS

Sasa Petković, Irena Narić, Jovo Ateljević (BiH), POSSIBILITIES OF FORMING VENTURE CAPITAL FUNDS IN TRANSITIONAL COUNTRIES: AN EMPIRICAL STUDY IN BOSNIA AND HERZEGOVINA

Bahrija Umihanić, Meldina Kokorović Jukan, Amra Nuhanović (BiH) PRESENT STATE AND PERSPECTIVES OF ENTREPRENEURIAL FINANCING IN BOSNIA AND HERZEGOVINA

Mihaela Grubišić Šeba (Croatia) FINANCING PREFERENCES OF EUROPEAN SMES

Jelena Poljašević, Dražena Vujičić Radisavljević (BiH) ANALYSIS OF YIELD POSITION OF PUBLIC COMPANIES IN THE REPUBLIC OF SRPSKA

Saša Vučenović, Dragan Milovanović (BiH), SYSTEMIC RISK EVALUATION OF INVESTING IN ELECTRIC SECTOR OF THE REPUBLIC OF SRPSKA

Yulia Shutyak (Belgium), Olena Danylenko (Ukraine), Didier Van Caille (Belgium) THE CONCEPT OF ECONOMIC SECURITY OF THE ENTERPRISE: WHY DO WE NEED IT?

Dalila Ivanković, Fuad Čatović (BiH) HOW MUCH MONEY IS "THROWN" INTO DUMPSTERS?

Niksa Alfirević, Jurica Pavicic, Ljiljana Najev Cacića (Croatia) RELATIONSHIP BETWEEN FUNDRAISING SUCCESS AND NONPROFIT PERFORMANCE: EMPIRICAL ANALYSIS OF CROATIAN NONPROFIT ORGANIZATIONS

Jaroslav Belás (Czech Republic), Marcel Holec (Czech Republic), Valér Demjan (Slovakia), Anna Chochořáková (Czech Republic) CUSTOMERS' SATISFACTION IN THE BANKING SECTOR OF SLOVAKIA AND THE CZECH REPUBLIC

Wiebke Bartz (Germany) BORROWER OPACITY AND RELATIONSHIP INTENSITY – EVIDENCE FROM SMALL BUSINESS LENDING IN KOSOVO

Parallel paper sessions - Small theatre (second floor)

TECHNOLOGY TRANSFER, ICT, INNOVATION

12:30-15:20 Session chair: Milena Ljubičić

Tore Rolf Jørgensen, Norwegian University of Science and Technology (Norway) UNIVERSITY - INDUSTRY COOPERATION FOR REGIONAL DEVELOPMENT

Ludovit Garzik, Austrian Council for Research and Technology Development (Austria) MACRO ASPECT OF TECHNOLOGY TRANSFER

Paolo Zaramella, Studio Centro Veneto (Italy) TECHNOLOGY TRANSFER FROM MSE ASPECT

Mladen Filipovic, Representative of Republic of Srpska Office in Vienna (Austria) INCLUSION OF DOMESTIC INSTITUTIONS IN SUPPORTING INTERNATIONAL KNOWLEDGE AND TECHNOLOGY TRANSFER (ON THE EXAMPLE OF THE REPRESENTATIVE OFFICES OF THE REPUBLIC OF SRPSKA ABROAD)

Ivan Milentijevic, University of Nis (Serbia) NATIONAL PLATFORM FOR KNOWLEDGE TRIANGLE IN SERBIA

Parallel paper sessions - Small theatre (second floor)

TECHNOLOGY TRANSFER, ICT, INNOVATION

15:45-17:15 Session chairs: Donato Iacobucci and Jovo Ateljevic

Zoran Mihanović, Iva Ćavar (Croatia) INFLUENCE OF WEBSITE QUALITY ON PERCEPTIONS OF PRODUCT QUALITY AND PURCHASE INTENTIONS—THE CASE STUDY OF BOSNIA AND HERZEGOVINA

Vukmirović Valentina, Vukmirović Nikola (BiH) THE INFLUENCE OF INNOVATIVE VISUAL IDENTITY ON A CONSUMER'S PERCEPTION

Blerta Moçka, Gudar Beqiraj, Daniel Leka (Albania) BUSINESS INTELLIGENCE AND ITS ROLE IN DECISION-MAKING

Szabols Szabrek, Betsabe Perez Garrido (Hungary) COMPETITIVE PRESSURE, TECHNOLOGICAL DEGREE OF PRODUCT PORTFOLIO AND MANAGERIAL ATTITUDE TOWARD CHANGE: IMPLICATIONS FOR FIRM PERFORMANCE

Žaneta Rylková, Monika Chobotová (Czech Republika) PROTECTION OF INTELLECTUAL PROPERTY AS A MEANS OF EVALUATING INNOVATIVE PERFORMANCE

- Hyrije Abazi-Alili, Veland Ramadani, Shqipe Gërguri-Rashiti (Macedonia) DETERMINANTS OF INNOVATION ACTIVITIES AND THEIR IMPACT ON ENTREPRENEURIAL BUSINESS PERFORMANCE: EMPIRICAL EVIDENCE FROM CENTRAL AND SOUTH EASTERN EUROPE**
- Joanna Cygler, Włodzimierz Sroka (Poland) THE BOUNDARIES OF COOPETITION: A CASE STUDY OF POLISH COMPANIES OPERATING IN THE HIGH-TECH SECTOR**
- Donato Iacobucci, Alessandra Micozzi (Italy), WHICH KNOWLEDGE SPILLOVERS ARE THE BEST FOR ENTREPRENEURSHIP? EVIDENCE FROM ITALY**
- Donato Iacobucci, Francesca Lazzeri, Alessandra Micozzi (Italy) AN EMPIRICAL ANALYSIS OF THE RELATIONS AMONG UNIVERSITIES' ENTREPRENEURIAL ORIENTATION, TECHNOLOGY TRANSFER OFFICES AND ACADEMIC SPIN-OFFS: AN EMPIRICAL ANALYSIS OF THEIR RELATIONS**
- Aurilla Aurelie Arntzen**
- Ana Bulić, Zoran Mihanovic (Croatia) SOCIAL MARKETING AND ENTREPRENEURSHIP IN PUBLIC SECTOR – THE CASE OF CROATIA**

Parallel paper sessions – Small theatre (first floor)

INTERNATIONAL BUSINESS COOPERATION, FDI, GOVERNMENT REGULATION

14:00-15:30 Session Chair: Vassilis Fouskas and Jelena Trivic

- Bardhyl Dauti (Macedonia) DETERMINANTS OF FOREIGN DIRECT INVESTMENT IN SOUTH EAST EUROPEAN COUNTRIES AND NEW EUROPEAN UNION COUNTRIES**
- Zuzana Crhová, Marie Paseková (Czech Republic) CZECH INSOLVENCY LAW COMPARED WITH PARTNERS FROM THE VISEGRAD FOUR – WORK LEFT UNDONE**
- Milen Velushev (Bulgaria) THE NEED FOR DIFFERENTIATION BETWEEN VERTICAL AND HORIZONTAL INWARD FOREIGN DIRECT INVESTMENT IN TERMS OF HOST COUNTRY NATIONAL COMPETITIVENESS – EVIDENCE FROM BULGARIA**
- Metodija Angeleski, Martina Nedelkovska, Nikolina Gaberova, Martin Nedelkovski, Dragan Milosovski (Macedonia) GLOBALIZATION IMPACT ON REPUBLIC OF MACEDONIA**
- Nikolas Hourvoulides (Greece), Ljupco Davcev (Macedonia) THE INFLUENCE OF FOREIGN INVESTMENTS ON EMPLOYMENT AND ECONOMIC GROWTH IN FYROM**
- Snježana Brkić (BiH), INTRA-REGIONAL TRADE PERFORMANCES OF BOSNIA AND HERZEGOVINA**
- Łukasz Klimczak (Poland), Jelena Trivić (RS, BiH) DETERMINANTS OF TRADE IN THE WESTERN BALKANS: A GRAVITY APPROACH**
- Konrad Popławski (Poland), EMERGING TRADE PARTNERS OF GERMANY – COMPARISON OF ECONOMIC COOPERATION WITH POLAND AND RUSSIA**
- Jelena Budak, Edo Rajh (Croatia) THE PUBLIC PROCUREMENT SYSTEM: A BUSINESS SECTOR PERSPECTIVE**

Parallel paper sessions - Small theatre (first floor)

BUSINESS STRATEGY, CORPORATE GOVERNANCE, COMPETITIVENESS

15:45-17:15 Session chairs: **Aziz Sunje and Dženan Kulovic**

Huong Thi My Nguyen (Vietnam /UK), BOARDS OF DIRECTORS AND CORPORATE ENTREPRENEURSHIP: A MULTI-THEORETICAL PERSPECTIVE

Neven Šerić, Danko Uglešić (Croatia) THE NICHE MARKETING STRATEGIES FOR PERIODS OF RECESSION

Hubert Gabrisch (Germany) GROWTH, COMPETITIVENESS AND FINANCE: THE CASE OF WESTERN BALKANS

Željka Pejić (BiH) THE APPLICATION OF BENCHMARKING BY LOCAL GOVERNMENTS TO INCREASE CAPACITY FOR STRATEGIC PLANNING OF LOCAL DEVELOPMENT

Slaven Grizelj (BiH), THE GLOBAL FINANCIAL CRISIS AND LEASING MARKET IN B&H

Goran Vučur (Croatia) THE ROLE OF OUTSOURCING IN THE RESTRUCTURING OF SMALL COMPANIES IN CONDITIONS OF CRISIS - CASE STUDY

Srdjan Santic, Djordje Kalicanin (Serbia) MAPPING TV NETWORKS' COMPETITIVE STRATEGIES IN AN ERA OF TURBULENCE

Gadaf Rexhepi, Shenaj Haxhimustafa, Sadudin Ibraimi (Macedonia) USE BENCHMARKING DON'T JUST BENCHMARK

Nedim Čelebić, Aziz Sunje, Ermin Cero (BiH) MIDDLE MANAGEMENT INVOLVEMENT IN THE PROCESS OF STRATEGIC DECISION MAKING IN MIDDLE ENTERPRISES IN FEDERATION OF BOSNIA AND HERZEGOVINA

Elvira Ćatić-Kajtažović (BiH) TAKE THE OPPORTUNITY TO EARN SOCIALLY RESPONSIBLE PROFIT

April 11, Friday

Parallel paper sessions – Main theatre (ground floor)

ENTREPRENEURSHIP, CULTURE, ORGANISATION BEHAVIOUR

10:15-12:00 Session Chairs: Andrew Burke and Sasa Petkovic

Marina Kantardjieva, Venus El Rosario Bunagan (Kingdom of Bahrain) ENTERPRENEURIAL CULTURE AND QUALITY PRACTICE IN SMEs IN MACEDONIA

Mario Bogdanović (Croatia) BY SPIRITUALITY MANAGEMENT AGAINST STUPIDITY MANAGEMENT IN A FUNCTION OF ORGANIZATIONAL DEVELOPMENT

Neven Šerić (Croatia), Peter Meža (Slovenia) IMPACT OF ORGANIZATIONAL CULTURE ON PRODUCT MANAGEMENT PERFORMANCE – CASE STUDY ON DOMESTIC APPLIANCE INDUSTRY

Božidar Leković, Slobodan Marić (Serbia), PSYCHOLOGICAL CLIMATE IN THE ORGANIZATION – A DETERMINANT OF ENTREPRENEURIAL BEHAVIOR

Zoran Lukić, Dragana Došenović, Dijana Bojić (BiH), INTERDEPENDENCE AND THE IMPACT OF ORGANIZATIONAL STRUCTURE AND MANAGEMENT COMPETENCE

Suzana Stefanović (Serbia), Jovo Ateljević (BiH), Maja Ivanović-Djukić (Serbia), Vesna Janković-Milić (Serbia), RESEARCH OF THE BASIC PRECONDITIONS FOR THE GROWTH OF THE ENTREPRENEURIAL SECTOR IN SERBIA

Nebojsa Dimic, Vitaly Orlov (Finland), ADHD AND ENTREPRENEURSHIP

Ružica Šimić Banović (Croatia), IS CULTURE AN UNDERPINNING OR UNDERMINING FACTOR IN THE BUSINESS ENVIRONMENT OF THE TRANSITIONAL COUNTRIES?

Will Bartlett (UK), Ana Popa (Moldova), Vesna Popovski (UK) BUSINESS CULTURE, SOCIAL NETWORKS AND SME DEVELOPMENT IN THE EU NEIGHBOURHOOD

Parallel paper sessions – The Main theatre (ground floor)

ECONOMIC DEVELOPMENT, REGIONAL DEVELOPMENT, TOURISM

13:00-14:45 Session Chair: Alistair Anderson

Karen HOWELLS (Cyprus), Branka KRIVOKAPIC SKOKO (Australia) THE IMPORTANCE OF REGIONAL DEVELOPMENT IN NORTH CYPRUS

Dragana Radevic, Nina Vujosevic (Montenegro) VALORIZATION OF RESOURCES: FROM COMPARATIVE TO COMPETITIVE ADVANTAGES IN NORTH HERN REGION OF MONTENEGRO

Karen HOWELLS (Cyprus), Branka KRIVOKAPIC SKOKO (Australia), TURKISH CYPRIOT CULTURE AND ITS IMPACT ON THE RATE AND TYPES OF FEMALE ENTREPRENEURSHIP.

Nikolina Ljepava, Marko Selaković (Serbia), ENTREPRENEURSHIP AND MARKET TRENDS IN PUBLIC RELATIONS AND MARKET RESEARCH INDUSTRIES IN SERBIA: A COMPARATIVE ANALYSIS

Giulio Cainelli, Donato Iacobucci, Alessandra Micozzi (Italy) DETERMINANTS OF TERRITORIAL DIFFERENCES IN ENTREPRENEURIAL RATES. AN EMPIRICAL ANALYSIS OF ITALIAN LOCAL SYSTEMS

Tadeusz Popławski (Poland) THE CREATION OF MODERN IDENTITY OF NATION BRAND

Liliya Terzieva (Netherlands) ENTREPRENEURIAL LEARNING AND COMMUNITIES OF PRACTICE – THE CASE OF THE CROSS-BORDER CULTURAL TOURISM DEVELOPMENT BULGARIA – ROMANIA

Dejan ILIEV, Risto MIJALOV, Goran KITEVSKI (Macedonia) DYNAMICS AND LEVEL OF DEVELOPMENT OF THE TOURISM SECTOR IN THE REPUBLIC OF MACEDONIA IN CONDITIONS OF TRANSITION AND MARKET ECONOMY

Bogusław Bembek, Teresa Piecuch (Poland) THE ROLE OF ENTREPRENEURIAL LEADERSHIP IN A CLUSTER

Svetislav Milenković (Serbia), Nikola Bošković (Serbia), CHALLENGING MANAGEMENT OF RURAL TOURIST DESTINATION OF SERBIA

Dragana Vukadinović, Bogdan Ćirić (Serbia) IMPROVEMENT OF ECONOMIC DEVELOPMENT THROUGH USE OF GEOTHERMAL ENERGY

Jasmin Komic, Zeljana Jovicic, Darko Milunovic (BiH) STATISTICAL ASPECTS OF TOURISM SATELLITE ACCOUNTS WITH SPECIAL REGARDS TO WESTERN BALKAN COUNTRIES

Parallel paper sessions – The Main theatre (ground floor)

ECONOMIC/BUSINESS DEVELOPMENT AND EDUCATION, ENTREPRENEURSHIP POLICES

15:00-16:00 Session Chair: Andrew Burke

- Sabina Đonlagić, Adil Kurtić (BiH) THE ROLE OF HIGHER EDUCATION IN A KNOWLEDGE ECONOMY**
Dubravka Škunca (BiH/Serbia) HIGHER EDUCATION AND COMPETITIVENESS: THE CASE OF REPUBLIC OF SERBIA
Robert Dimitrovski, Liljana Pushov, Elena Mirchevska, Elena Doneva (Macedonia) ENTREPRENEURSHIP EDUCATION FOR AN ECONOMIC DEVELOPMENT
Nikolche Jankulovski, Blagoj Gorgievski (Macedonia) EDUCATIONAL STRUCTURE OF THE WORKFORCE AND ITS IMPACT ON THE ECONOMIC DEVELOPMENT IN THE REPUBLIC OF MACEDONIA
Aleksandar Jankulović, Milan Stamatović, Vladimir Skorić (Serbia) INFLUENTIAL FACTORS ON ENTREPRENEURIAL ACTIVITY – SUPPORTS AND BARRIERS: THE CASE STUDY OF TRANSITIONAL COUNTRY
Brano Markić, Sanja Bijakšić, Arnela Bevanda (BiH) DISCOVERING BRAND INFLUENCE ON SALES AND PROFITABILITY
Vjollca Panajoti, Irma Shyle (Albania) BRAND EQUITY OF SNEAKERS ON ALBANIAN CONSUMERS
Bojan Ćudić, Miroslav Brkić, Miloš Došen (BiH) ROLE OF ENTERPRISE EUROPE NETWORK IN DEVELOPMENT OF SMES

Parallel paper sessions - Small theatre (second floor)

TECHNOLOGY TRANSFER, ICT, INNOVATION

09:00-15:20 Session chair: Milena Ljubičić

- Vladimir Cirić, University of Nis (Serbia) TECHNOLOGY TRANSFER CENTER AT UNIVERSITY OF NIS**
Zoran Stajic and Marjan Blagojevic, MSEE, University of Niš (Serbia) SUCCESSFUL STORIES: SPIN OFFS – “ALFATEC” AND “SETRONIS”
Milena Ljubičić, University of Banja Luka - University Entrepreneurship Center (B&H) STRATEGIC ROLE OF UNIVERSITY OF BANJA LUKA WITHIN TTC BANJA LUKA

Dana Koruga, Innovation Centre of Banja Luka (B&H) TTC BANJA LUKA - BEGINNINGS OF ESTABLISHMENT
Mario Milanović, University of Banja Luka - University Entrepreneurship Center (B&H) THE PRESENTATION OF DATA BASE FOR MATCHING EDUCATIONAL SECTOR AND ECONOMY
Drago Gverić, Innovation Centre of Banja Luka (B&H) TTC BANJA LUKA – FUTURE DEVELOPMENT

Discussions – roundtable: Preferred role and position of TTC Banja Luka from the prospective of entrepreneurs and professors/assistants - Moderating by: Milena Ljubičić, Tore Jørgensen, Mario Milanović, Dana Koruga

Parallel paper sessions – Small theatre (first floor)

SMALL BUSINESS/BUSINESS MANAGEMENT, NEW BUSINESS MODEL

10:15-12:00 Session Chair: Peter Rosa

Aida Habul, Zoran Kuret (BiH) SERVICE ORIENTED ARCHITECTURE AND BUSINESS PROCESS MANAGEMENT - KEY TO SUCCESS
Vladimir Skoric, Aleksandar Jankulovic, Tina Topolovic, Janko Jakovljevic, Goran Ivanovic (Serbia, UK) PERFORMANCE MANAGEMENT IN MICRO AND SMALL ENTERPRISES: CASE OF REPUBLIC OF SERBIA AND REPUBLIC OF SRPSKA
Esmeralda Shehaj (Albania), Hyrije Abazi-Alili (Macedonia) FEMALE LABOUR FORCE PARTICIPATION IN THE WESTERN BALKAN: ALBANIA AND MACEDONIA
Nebojša Radinović, Natasa Milonjić (Serbia) NEW APPLICATION ON THE ENTERPRISE MANAGEMENT MODEL IN SERBIA
Valentina Duvnjak (BiH), ANALYSIS OF THE RESTRUCTURING PROCESS OF COMPANIES IN THE REPUBLIC OF SRPSKA
Tamara Jovanov Marjanova (Macedonia) MARKET ORIENTATION AND BUSINESS PERFORMANCE: THROUGH THE PRISM OF MACEDONIAN SMEs
Jaroslav Belás (Czech Republic), Přemysl Bartoš (Czech Republic), Roman Hlawiczka (Czech Republic), Mária Lusková (Slovakia), Valér Demjan (Slovakia) BUSINESS RISKS, POSITION, MOTIVATION AND ATTITUDES OF SMEs IN THE CZECH REPUBLIC AND SLOVAKIA
Vera Zelenović, Dragan Lukač (Serbia) THE ROLE AND FUNCTION OF THE CHAMBER SYSTEM AS AN INCENTIVE FOR DEVELOPMENT OF SMES SECTOR

Parallel paper sessions – Small theatre (first floor)

ENTREPRENEURIAL CAPACITIES, HUMAN CAPITAL, HRM

13:00-14:45 Session Chair: Mario Bogdanovic

Predrag Bejaković, Irena Klemenčić (Croatia) THE IMPORTANCE OF ENTREPRENEURIAL SKILLS IN SMEs IN CROATIA AND POSSIBILITIES FOR IMPROVEMENT

Gizela Štanj Šušnjar, Agneš Slavić, Nemanja Berber, Bojan Leković (Serbia) THE ROLE OF HUMAN RESOURCE MANAGEMENT IN SMALL AND MEDIUM SIZED COMPANIES IN CENTRAL-EASTERN EUROPE

Slaviša Kovačević, Dragana Došenović, Dijana Bojić (BiH) KNOWLEDGE AND SKILLS OF MANAGERS IN MODERN ECONOMY

Dražena Gašpar, Mirela Mabić (BiH) MANAGERIAL POSITIONS AND ACADEMIC CAREERS IN HIGHER EDUCATION

Lejla Terzić (BiH) COMPARATIVE ANALYSIS OF COMPETITIVENESS INDICATORS IN SELECTED TRANSITION COUNTRIES

Albena Vutsova, Olga Ignatova (Bulgaria) THE IMPACT OF PUBLIC PRIVATE PARTNERSHIP ON ENTREPRENEURSHIP – SUCCESSFUL FRAMEWORK OF INTERACTION

Sanja Bijakšić, Brano Markić, Marko Šantić (BiH) THE MOTIVATION FACTORS OF SALES PERSONNEL IN FINANCIAL INSTITUTIONS

Dubravka Škunca (BiH/Serbia) THE CHALLENGES FOR YOUTH ENTREPRENEURSHIP: THE CASE OF YOUTH ENTREPRENEURS IN SERBIA

Jadranka Petrovic (BiH) ASSESSING THE INFLUENCE OF PUBLIC FINANCIAL SUPPORT TO SMALL AND MEDIUM SIZED ENTERPRISES - EXAMPLE FROM REPUBLIKA SRPSKA, BIH