

**INTERNATIONAL
SCIENTIFIC CONFERENCE**

**DIGITAL ECONOMY: CHANCES, RISKS,
SUSTAINABLE DEVELOPMENT**



CONFERENCE PROGRAM

15 October 2020

10.00 - 10.15	Opening ceremony - Welcome speeches <ul style="list-style-type: none">• Tadija Đukić, Dean of the Faculty of Economics Niš• Dragana Radenković Jocić, Vice-dean of the Faculty of Economics Niš
10.15 - 11.00	KEY-NOTE SPEECH <ul style="list-style-type: none">• Prof. Dr. Jürgen Jerger, University of Regensburg, Dept. of Economics, and Leibniz Institute for East and Southeast European Studies: Digitalization and the macroeconomy: A (highly) selective survey• Milojko Arsić, Faculty of Economics Belgrade, Serbia: Uticaj digitalizacije na ekonomski rast, produktivnost i zaposlenost
11.00 - 13.00	Presentation of the papers

INFORMATION

Please, follow the instructions for accessing the Zoom platform:

Topic: International Scientific Conference 2020

Time: Oct 15, 2020 10:00 AM Belgrade, Bratislava, Ljubljana

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Meeting ID: 957 6406 4529

PROGRAM OF THE CONFERENCE
11.00 – 13.00

I ECONOMY AND THE CHALLENGES OF SOCIETY

	TITLE OF THE PAPER	Author(s)	Affiliation
1.	EKONOMSKA DIMENZIJA PANDEMIJE	Miloš Todorović Ivan Marković	Ekonomski fakultet Univerziteta u Nišu Ekonomski fakultet Univerziteta u Nišu
2.	GLOBALNA EKONOMIJA I EKONOMSKI RIZICI U USLOVIMA TEKUĆE PANDEMIJE	Sandra Stojadinović Jovanović Bojan Krstić Tamara Radenović	Akademija strukovnih studija Zapadna Srbija Ekonomski fakultet Univerziteta u Nišu Ekonomski fakultet Univerziteta u Nišu
3.	UTICAJ POLITIKE ZAŠTITE ŽIVOTNE SREDINE NA KONKURENTNOST PREDUZEĆA	Marija Petrović- Randelović Snežana Radukić Gorica Bošković	Ekonomski fakultet Univerziteta u Nišu Ekonomski fakultet Univerziteta u Nišu Ekonomski fakultet Univerziteta u Nišu
4.	THE IMPACT OF DIGITALIZATION ON SUSTAINABLE DEVELOPMENT AND GREEN CONSUMERISM	Zvezdana Gavrilović Mirjana Maksimović	Faculty of Business Economics, University of East Sarajevo, Bijeljina, B&H Faculty of Electrical Engineering, University of East Sarajevo, East Sarajevo, B&H
5.	IMPACT OF RESHORING IN INDUSTRY 4.0 ON ECONOMIC DEVELOPMENT IN THE WAKE OF COVID-19 CRISIS	Andrija Popović Ana Milijić	Innovation Center, University of Niš Innovation Center, University of Niš
6.	ULOGA I ZNAČAJ POKAZATELJA KONCENTRACIJE NA PRIMERU TRŽIŠTA NAFTE I NAFTNIH DERIVATA	Snežana Radukić Milan Veselinović	Ekonomski fakultet Univerziteta u Nišu Visoka ekonomska škola strukovnih studija Peć u Leposaviću
7.	TO THE QUESTION OF THE ORIGIN OF THE PHILOSOPHY OF LAW	Svetla Marinova Kaneva	University of National and World Economy, Sofia, Bulgaria

**II THE CHALLENGES OF BUSINESS MANAGEMENT
IN THE DIGITAL ENVIRONMENT**

	TITLE OF THE PAPER	Author(s)	Affiliation
8.	STRATEGIJSKI PRAVCI ODRŽIVOG RAZVOJA TEKSTILNE INDUSTRIJE REPUBLIKE SRBIJE	Živorad Gligorijević Enes Ćorović Aleksandar Manasijević	Ekonomski fakultet Univerziteta u Nišu Državni univerzitet u Novom Pazaru, departmant za ekonomske nauke Ekonomski fakultet Univerziteta u Nišu
9.	RURBAN PRISTUP I ODRŽIVI REGIONALNI RAZVOJ REPUBLIKE SRBIJE	Vladislav Marjanović Marija Petrović- Randelović Aleksandar Manasijević	Ekonomski fakultet Univerziteta u Nišu Ekonomski fakultet Univerziteta u Nišu Ekonomski fakultet Univerziteta u Nišu
10.	UTICAJ DEMOGRAFSKIH TOKOVA NA REGIONALNU NEJEDNAKOST	Milenko Dželetović	
11.	FOREIGN DIRECT INVESTMENTS AS A FACTOR OF SUSTAINABLE DEVELOPMENT OF B&H AND ITS SURROUNDING COUNTRIES	Slobodan Subotić Vitomir Starčević Goran Mitrović	Faculty in Eastern Sarajevo, Faculty of Traffic Engineering in Doboj, Republic of Srpska, B&H Faculty in Easter Sarajevo, Faculty of Business Economics Bijeljina, Republic of Srpska, B&H Drina Insurance AD Milići, Republic of Srpska, B&H
12.	THE CHALLENGES OF DIGITAL ECONOMY – GLOBAL VALUE CHAIN TRANSFORMATION AND FDI TRENDS IN COVID ERA	Vesna Petrović Ivan Mirović	Faculty of Business Economics, University of East Sarajevo, B&H Faculty of Business Economics, University of East Sarajevo, B&H

13.	TAXATION IN A DIGITIZING WORLD: SOLUTIONS FOR CORPORATE INCOME TAX IN THE AGE OF COVID – 19	Jadranka Đurović Todorović Marina Đorđević Milica Ristić Cakić	Faculty of Economics, University of Niš Faculty of Economics, University of Niš Innovation Center, University of Niš
14.	SUSTAINABLE FINANCING FOR SUSTAINABLE DEVELOPMENT – CONCEPT AND FRAMEWORK ANALYSIS AT THE EU AND INTERNATIONAL LEVEL	Sladjana Sredojević	Institute of Economic Sciences in Belgrade, and Association of Serbian Banks
15.	CRYPTOCURRENCY MARKET DEVELOPMENT: RISKS AND CHALLENGES FOR REGULATORS	Mirjana Jemović Jelena Radojičić Aleksandra Đorđević	Faculty of Economics, University of Niš Faculty of Economics, University of Niš Faculty of Economics, University of Niš
16.	CENTRAL BANKS RESPONSE TO THE CRISIS CAUSED BY THE COVID-19 PANDEMIC	Mirjana Jemović, Snežana Colić Andreja Todorović	Faculty of Economics, University of Niš Faculty of Economics, University of Niš Faculty of Economics, University of Niš
17.	CALCULATION OF INTEREST AT SECURITY	Vitomir Starčević Srđan Damjanović Rade Božić	University of East Sarajevo, Faculty of Business Economics Bijeljina, Republic of Srpska, B&H University of East Sarajevo, Faculty of Business Economics Bijeljina, Republic of Srpska, B&H University of East Sarajevo, Faculty of Business Economics Bijeljina, Republic of Srpska, B&H
18.	SMART TOURISM – THE DIGITAL REVOLUTION IN THE TOURISM SECTOR	Sonja Jovanović Ivana Ilić	Faculty of Economics, University of Niš Faculty of Economics, University of Niš
19.	DIGITALNO DOBA I NACIONALNE TURISTIČKE ORGANIZACIJE: ANALIZA NACIONALNIH TURISTIČKIH INTERNET STANICA CRNE GORE I HRVATSKE	Nemanja Šarenac	Ekonomski fakultet Pale, Univerzitet u Istočnom Sarajevu, Republika Srpska, B&H
20.	ANALIZA UTICAJA RAZVOJA HOTELA NA ODRŽIVI RAZVOJ TURIZMA	Ivana Kostadinović Sunčica Stanković	Ekonomski fakultet Univerziteta u Nišu

III SUSTAINABILITY ACCOUNTING, FINANCE AND INSURANCE

	TITLE OF THE PAPER	Author(s)	Affiliation
21.	UPRAVLJANJE TEHNOSTRESOM	Ivana Simić Suzana Stefanović	Ekonomski fakultet Univerziteta u Nišu Ekonomski fakultet Univerziteta u Nišu
22.	ZADOVOLJSTVO KOMUNIKACIJOM ZAPOSLENIH KAO FAKTOR NJIHOVOG RADNOG ANGAŽOVANJA	Biljana Đorđević Marija Radosavljević Sandra Milanović	Ekonomski fakultet Univerziteta u Nišu Ekonomski fakultet Univerziteta u Nišu Inovacioni centar, Univerzitet u Nišu
23.	KOMUNIKACIONI KAPACITET DIGITALNIH MEDIJA U STRATEGIJI MARKETING KOMUNICIRANJA PREDUZEĆA IZ REPUBLIKE SRBIJE	Suzana Đukić Jelena Stanković	Ekonomski fakultet Univerziteta u Nišu Ekonomski fakultet Univerziteta u Nišu
24.	MARKET ORIENTATION OF THE COMPANY AS A SUCCESS FACTOR FOR NEW PRODUCTS	Krasimir Marinov	University of National and World Economy, Sofia, Bulgaria
25.	CORPORATE SOCIAL RESPONSIBILITY IN CONTEMPORARY ORGANIZATIONS: EVIDENCE FROM SERBIAN PROCESSING INDUSTRY	Nemanja Berber Agneš Slavić Marko Aleksić	University of Novi Sad, Faculty of Economics in Subotica University of Novi Sad, Faculty of Economics in Subotica University of Novi Sad, Faculty of Economics in Subotica
26.	IMPORTANCE OF TOOLS, PROCESSES AND PEOPLE IN DIGITAL WORKPLACE TRANSFORMATION: PERSPECTIVE OF MANAGERS IN REPUBLIC OF SRPSKA	Ljubiša Mičić Stevanović Suzana	University of Banja Luka, Faculty of Economics, Republic of Srpska, B&H University of East Sarajevo, Faculty of Business Economics Bijeljina, Republic of Srpska, B&H

27.	THE IMPACT OF COVID-19 ON GLOBAL SUPPLY CHAIN IN AUTOMOTIVE INDUSTRY	Aleksandra Anđelković Danijela Stošić Panić Ljubica Dimitrijević	Faculty of Economics, University of Niš Faculty of Economics, University of Niš High School Economics "Đuka Dinić", Leskovac
28.	CONTEMPORARY TRENDS IN UNIVERSITY EDUCATION OF INFORMATION SPECIALISTS	Slavoljub Milovanović Goran Milovanović	Faculty of Economics, University of Niš Faculty of Economics, University of Niš

IV DEVELOPMENT OF REGIONAL NETWORKING THROUGH DIGITAL TECHNOLOGIES

	TITLE OF THE PAPER	Author(s)	Affiliation
29.	VALUE BASED MANAGEMENT, LONG TERM SUSTAINABILITY AND CORPORATE SOCIAL RESPONSIBILITY	Dejan Malinić	University of Belgrade, Faculty of Economics
30.	UPRAVLJANJE RIZICIMA ODRŽIVOG RAZVOJA U DIGITALNOJ EKONOMIJI	Jelena Z. Stanković Evica Petrović Jovica Stanković	Ekonomski fakultet Univerziteta u Nišu Ekonomski fakultet Univerziteta u Nišu Ekonomski fakultet Univerziteta u Nišu
31.	WHAT CAN WE LEARN FROM SUSTAINABILITY REPORTING AT THE FRONTIER MARKETS? THE CASE OF THE REPUBLIC OF SERBIA AND NORTH MACEDONIA	Ksenija Denčić-Mihajlov Klime Poposki Milica Pavlović	Faculty of Economics, University of Niš University St. Kliment Ohridski, Faculty of Tourism and Hospitality, Ohrid, North Macedonia Faculty of Economics, University of Niš
32.	OCENA ODRŽIVOSTI U ZEMLJAMA CENTRALNE I ISTOČNE EVROPE: VIŠEKRITERIJUMSKI PRISTUP	Jelena J. Stanković Žarko Popović Ivana Marjanović	Ekonomski fakultet Univerziteta u Nišu Ekonomski fakultet Univerziteta u Nišu Ekonomski fakultet Univerziteta u Nišu
33.	RAČUNOVODSTVO ODRŽIVOSTI – INFORMACIONA PODRŠKA STRATEGIJI ODRŽIVOG RAZVOJA	Bojan Savić	Univerzitet u Beogradu, Poljoprivredni fakultet
34.	REGULATORNI OKVIR ZA NEFINANSIJSKO IZVEŠTAVANJE U EU I SRBIJI – TRENUTNO STANJE I NOVI TRENDOVI	Dejan Spasić	Ekonomski fakultet Univerziteta u Nišu
35.	KONCEPT RAČUNOVODSTVA ZASNOVAN NA TEORIJI OGRANIČENJA I POSLOVNO ODLUČIVANJE	Ljilja Antić Tatjana Stevanović Aleksandra Arsenijević	Ekonomski fakultet Univerziteta u Nišu Ekonomski fakultet Univerziteta u Nišu Ekonomski fakultet Univerziteta u Nišu
36.	TEHNIKE IDENTIFIKOVANJA I PRINCIPI UPRAVLJANJA RIZIKOM	Bojana Novičević Čečević Ljilja Antić Jovana Milenović	Ekonomski fakultet Univerziteta u Nišu Ekonomski fakultet Univerziteta u Nišu Ekonomski fakultet Univerziteta u Nišu
37.	THE LEASE ACCOUNTING REFORM IN THE CONTEXT OF THE NEW IFRS 16	Jovana Stojanović	Faculty of Economics, University of Niš
38.	FREQUENCY OF ASSET REVALUATION IN MODERN BUSINESS AND ITS RELATIONSHIP WITH THE SIZE OF BUSINESS ENTITY	Vladimir Mitić Vule Mizdraković Milica Čolović	Univerzitet Singidunum Univerzitet Singidunum Univerzitet Singidunum
39.	ZNAČAJ PRIMENE CLOUD TEHNOLOGIJE NA RAČUNOVODSTVENU PROFESIJU	Maša Georgiev Ognjen Radović	Akademija strukovnih studija Južna Srbija, Odsek za poslovne studije Leskovac Ekonomski fakultet Univerziteta u Nišu
40.	IZAZOVI I MOGUĆNOSTI UPOTREBE KRIPTOVALUTA I BLOCKCHAIN TEHNOLOGIJE	Aleksandra Đorđević Marija Rakić Aleksandar Đorđević	Ekonomski fakultet Univerziteta u Nišu Ekonomski fakultet Univerziteta u Nišu Ekonomski fakultet Univerziteta u Nišu

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