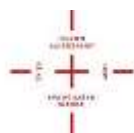


ESD CONFERENCE – BELGRADE 2021, 02-03 December, 2021

Venue: UNIVERZITET MB, Teodora Drazera 27, 11000 Belgrade, Serbia



First day of the Conference, December 02nd 2021

08:30 – 09:00

Individual arrival of delegates

09:00 – 10:00

Opening Ceremony - Invited speaker

WELCOME ADDRESSES

Prof Domagoj Cingula, Organizing Committee – moderator
Prof dr Marijan Cingula, President of the Scientific Committee
Prof dr Aleksandar M. Damjanovic, Vice President of the Scientific Committee
Prof dr Milija Bogavac – Owner of MB University
Prof dr Dusan Regodic, dipl ing - Rector of MB University

INVITED SPEAKERS:

Prof dr Nedjo Danilovic, Serbia
Darko Tipuric, Croatia
Lidija Pulevska Ivakovska, Macedonia

10:00 – 11:30

Session One – A4

Moderators:

prof Dr Aleksandar Damjanovic
prof dr Darko Tipuric
doc dr Ratko Ivkovic

1. **Vesna Milanovic** ■ INTERNAL COMMUNICATION FROM THE PERSPECTIVE OF MARKETING AND PUBLIC RELATIONS
2. **Natasa Simic** ■ THE IMPACT OF ORGANIZATIONAL FORMS OF THE COMPANY ON ITS INVESTMENT STRATEGY
3. **Darko Tipuric, Lana Cindric** ■ LEADERSHIP IN THE BOARDROOM: HOW BOARD CHAIRS INFLUENCE DIRECTOR ENGAGEMENT
4. **Borivoje Milosevic, Dusan Regodic, Vladimir Saso** ■ BIG DATA MANAGEMENT PROCESSES IN BUSINESS INTELLIGENCE SYSTEMS
5. **Snezana Maksimovic, Milosav Milickovic, Marijana Aleksic** ■ THE KEY COMPONENTS OF THE INTERNAL FINANCIAL SYSTEM IN THE PUBLIC SECTOR – AN OVERVIEW IN SERBIA
6. **Vesela Vlaskovic, Dusan Regodic, Vanja Cosovic** ■ LOCAL SELF-GOVERNMENT UNITS IN SERBIA: FUNCTIONING DURING THE STATE OF EMERGENCY CAUSED BY COVID-19 VIRUS
7. **Dragana Trnavac, Kristijan Ristic, Ljubomir Miljkovic** ■ FINANCIAL ANALISE OF GLOBAL ORIENTED TRADE COMPANIES IN REPUBLIC OF SERBIA
8. **Snezana R. Stojanovic** ■ TAX TRANSPARENCY OF THE OPERATIONS OF MULTINATIONALS IN THE ERA OF COVID-19
9. **Pavle Dakic, Vladimir Todorovic, Biljana Petrovic** ■ INVESTMENT REASONS FOR USING STANDARDS COMPLIANCE IN AUTONOMOUS VEHICLES
10. **Goran Stamenkovic** ■ REVIEW OF CIVIL LAW ASPECTS OF THE CONTRACT OF ARRANGED TRAVEL IN THE REPUBLIC OF SERBIA
11. **Ivana Samardzic, Zoran Jakovljevic, Milos Cankovic** ■ MODERN WELFARE ECONOMY AS A HISTORICAL AND PRACTICAL VALUE

11:30 – 12:00

Coffee break

10:00 – 11:30

Session Two – A3

Moderators:
prof dr Boris Krivokapic
prof dr Natasa Simic
prof dr Dragana Lazic

1. **Boris Krivokapic** ■ EMBEDDED HUMAN RIGHTS RESTRICTIONS AND RELATED ISSUES
2. **Slobodan Kotlica, Natasa Stanojevic** ■ GLOBALIZATION AT THE CROSSROADS: CONTEMPORARY RISKS OF INCLUSION IN GLOBAL VALUE CHAINS
3. **Aleksandar M. Damnjanovic, Zoranco Vasilkov, Slobodan Petrovic** ■ SUSTAINABLE DEVELOPMENT AS A PRINCIPLE OF ENVIRONMENTAL LAW
4. **Dragana Lazic, Sanja Stankovic, Nedjo Danilovic** ■ TRADE SECRET AND WAYS OF PROTECTION IN REPUBLIC OF SERBIA
5. **Kristijan Ristic** ■ NEW FINANCIAL FUTURE DIGITAL FINANCE AS A KEY ASPECT OF FINANCIAL INOVATION
6. **Sanja Stankovic, Jelena Vukovic, Dragana Lazic** ■ ANTITRUST PRACTICES OF COMPANIES IN THE REPUBLIC OF SERBIA
7. **Dragan Covic, Ana Covic, Milos Petrovic** ■ LEGAL AND BUSINESS ASPECT OF FRANCHISE AND FRANCHISE BUSINESS AND MEASURES DURING THE COVID - 19 PANDEMIC
8. **Jelena Vukovic, Dragana Lazic** ■ LEGAL REGULATION OF THE RESPONSIBILITY OF INDIVIDUALS AND ORGANIZATIONS REGARDING EMPLOYMENT IN COMPARATIVE LAW
9. **Biljana Petrovic, Milan Jecmenic, Bekir Dudic** ■ DEPRIVATION OF PARENTAL RIGHTS IN SERBIAN LAW
10. **Aysa Ipek Erdogan** ■ DETERMINANTS OF INNOVATIVENESS IN HOSPITALITY SMES: EVIDENCE FROM TURKEY
11. **Marijana Aleksic, Snezana Maksimovic, Vladimir Todorovic** ■ THE ROLE OF SMALL AND MEDIUM ENTEPRISES IN NATIONAL ECONOMIES

11:30 – 12:00

Coffee break

12:00 – 13:30

Session One – A4

Moderators:
prof Dr Aleksandar Damnjanovic
prof dr Darko Tipuric
doc dr Ratko Ivkovic

1. **Ratko Ivkovic, Dusan Regodic, Aleksandar Markovic** ■ INFLUENCE OF LINEAR INCREASING OF BRIGHTNESS ON IMAGE QUALITY WITH JPEG AND SPIHT COMPRESSION METHOD AT DIFFERENT BIT TRANSMISSION
2. **Zoranco Vasilkov, Zivanka Miladinovic Bogavac, Ivica Petrovic** ■ THE IMPACT OF THE PANDEMIC ON THE FREE MOVEMENT OF PEOPLE IN THE EU: CAN SCHENGEN SURVIVE COVID 19?
3. **Ljubomir Miljkovic, Dragana Trnavac, Petar Veselinovic** ■ IMPACT OF CLUSTERS ON COMPETITIVENESS
4. **Milan Jecmenic, Biljana Petrovic** ■ CONTRACTING PARTIES TO THE SPONSORSHIP AGREEMENT, WITH SPECIAL REFERENCE TO THE PRINCIPLE OF THE BEST INTERESTS OF THE CHILD
5. **Vlada Zivanovic, Milanka Bogavac, Nada Zivanovic** ■ INDUSTRIAL MANAGEMENT IN THE FOCUS OF QUALITY SYSTEM AND ECONOMY
6. **Fran Galetic** ■ THE CHANGE IN TOURISM OF CENTRAL DALMATIA UNDER THE INFLUENCE OF COVID-19 CRISIS
7. **Zorica Nikolic, Dejan Milic, Marko Smilic** ■ INFORMATION RELIABILITY AND SECURITY INCREASE IN ECONOMIC AND HEALTH SYSTEMS USING ADAPTIVE TRANSMISSION ALGORITHMS
8. **Vladimir Todorovic, Pavle Dakic, Marijana Aleksic** ■ COMPANY MANAGEMENT USING MANAGERIAL DASHBOARDS AND ANALYTICAL SOFTWARE
9. **Liljana Kontic, Milija Bogovac, Nada Zivanovic** ■ RENEWABLE ENERGY POTENTIALS IN WESTERN BALKAN COUNTRIES: THE CASE OF SERBIA
10. **Marko Starcevic, Ljubisa Antonijevic, Dejan Rakic** ■ HUMAN CAPITAL MANAGEMENT STRATEGIES THROUGH EMPLOYEE SATISFACTION
11. **Nedeljko Karakas, Igor Mikojevic, Nikola Samardzic** ■ INFORMATIONAL AND SOCIAL TAGGING THROUGH INFORMATIONAL AND EDUCATIONAL CREATIVITY

12:00 – 13:30

Session Two – A3

Moderators:
prof dr Boris Krivokapic
prof dr Natasa Simic
prof dr Dragana Lazic

1. **Dusan Jerotijevic, Zivanka Miladinovic Bogavac, Zoran Jerotijevic** ■ DEVELOPMENT OF CONSTITUTIONALITY IN THE USA FROM GAINING INDEPENDENCE UNTIL TODAY
2. **Marijana Bubanic** ■ CONCENTRATION TRENDS OF THE BANKING SECTOR IN THE REPUBLIC OF CROATIA
3. **Danijela Parojcic** ■ BUILDING AND STRENGTHENING THE RESILIENCE OF SMEs IN TIMES OF CRISIS COVID-19 AND MANAGING CYBER RISKS
4. **Sasa Stamenkovic, Milan Stamatovic** ■ THE FUTURE IS NOW BUT WHERE THE CEO'S ARE?
5. **Violeta Dimic, Mimica R. Milosevic, Dusan M. Milosevic** ■ PRIORITIZING AND RANKING OF INDICATORS FOR THE ENERGY EFFICIENCY MODEL IN THE SMART CITY
6. **Sanja Radolovic, Zeljko Kukurin** ■ RETURN ON GREENFIELD INVESTMENTS IN HOTELS AND RESORTS IN CROATIA
7. **Lidija Pulevska Ivakovska, Saso Josimovski, Martin Kiselicki** ■ UTILIZING NARRATIVE DESIGN IN E-COMMERCE CAMPAIGNS
8. **Snezana Ristevska-Jovanovska, Irena Bogoevska-Gavrilova** ■ INCREASING CUSTOMERS' BRAND AWARENESS WITH INFLUENCER MARKETING: A FOCUS ON INSTAGRAM
9. **Aleksandar Pesic, Dubravka Skunca** ■ EXPLORING SUSTAINABLE CONSUMPTION BEHAVIOR AMONG YOUNG CONSUMERS IN NOVI SAD, VOJVODINA
10. **Claudiu Coman, Cosmin Goian, Maria Cristina Bularca, Luiza Vlaicu** ■ THE ROLE OF ONLINE MEDIA CHANNELS IN PORTRAYING THE EFFECTS OF THE COVID-19 PANDEMIC ON VULNERABLE GROUPS
11. **Bojana Teofilovic, Emilija Lepojevic, Darko Mladenovic** ■ IAS 38 AND OPERATIONAL MANAGEMENT
12. **Ivana Samardzic, Zoran Jakovljevic, Milos Cankovic** ■ MODERN WELFARE ECONOMY AS A HISTORICAL AND PRACTICAL VALUE

14:30 – 17:00

Closing Ceremony - Lunch

Second day of the Conference, December 03rd 2021

08:00 – 12:00

Social activities