

89th International Scientific Conference on Economic and Social Development - "Economical, Agricultural and Legal Frameworks of Sustainable Development"

Novi Sad, Serbia, 4-5 November 2022



CONFERENCE PROGRAM

"Tamis" Institute, Pancevo, Serbia & University Business Academy in Novi Sad,
Faculty of Economics and Engineering, Management in Novi Sad, Serbia



In cooperation with:

University North, Croatia

CPES – Universidade Lusofona, Portugal

Faculty of Management University of Warsaw, Poland

Faculty of Law, Economics and Social Sciences Sale - Mohammed V University in Rabat, Morocco

ENCGT - Ecole Nationale de Commerce et de Gestion de Tanger/ Abdelmalek Essaadi University, Morocco

Polytechnic of Medimurje in Cakovec, Croatia

Venue: University Business Academy in Novi Sad, Cvecarska 2, Novi Sad, Srbija

4 November, 2022

09:00 – 09:30

REGISTRATION / WELCOME DRINK

09:30 – 10:15

OPENING CEREMONY

Domagoj Cingula, Organizing Committee President

Marijan Cingula, Scientific Committee President

Nikola Curcic, Tamis Institute, Director

Svetlana Ignjatijevic, Vice-Dean at FIMEK

Marko Caric, Dean of FIMEK, University Business Academy in Novi Sad

Online Presentation (USA)

Ying Han Dai ■ TOP SOCIAL MEDIA IMPACTS: DOES POPULAR TWITTER POSTS AFFECT BITCOIN RETURN

10:15 – 11:30

PLENARY SESSION I

1. **Svetlana Ignjatijevic, Jelena Vapa–Tankosic** ■ ROLE OF FINANCIAL SERVICES IN THE SUSTAINABLE ECONOMIC DEVELOPMENT
2. **Nikola Radivojevic, Milica Zarevac Boskovic** ■ E-MARKETING AS DETERMINANT OF ECONOMIC GROWTH
3. **Svetlana Roljevic Nikolic, Nikola Curcic** ■ FORMING PRICES IN THE CORN, WHEAT AND SOYA PRODUCTION CHAINS IN THE POST-COVID CONDITIONS AND THE CONDITIONS OF THE UKRAINIAN CRISIS
4. **Maja Ciric, Dragan Ilic** ■ CONSUMER ADOPTION OF INTERNET AS A MARKETING CHANNEL FOR TRADITIONAL FOOD PRODUCTS
5. **Radivoj Prodanovic, Nikola Puvaca** ■ LEVEL OF ELEMENTARY SCHOOL STUDENT'S KNOWLEDGE ABOUT NATURE AND THEIR BEHAVIOR IN THE ENVIRONMENT

11:30 – 12:00

COFFEE BREAK

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12:00 – 13:30

PLENARY SESSION II

6. Marko Kolaković., Mladen Turuk, Ivan Turcic ■ ENTREPRENEURSHIP EDUCATION IN THE HIGHER EDUCATION INSTITUTIONS (HEIS) – CASE OF CROATIA
7. Violeta Mickovski Stefanović, Milos Pavlovic, Stanka Pesic, Bojan Lalos, Predrag Brkovic ■ INFLUENCE OF HEAVY METALS ON STEM AND LEAF IN THE INITIAL PHENOPHASE OF WHEAT – EXAMINATION IN LABORATORY FLASKS
8. Amir Karalic, Miro Dzakula ■ THE IMPACT OF FISCAL POLICY ON THE CURRENT ACCOUNT BALANCE IN THE CASE OF BOSNIA AND HERZEGOVINA
9. Ivana Brkic, Nikola Fimic ■ EUROPE THROUGH THE PRISM OF ECONOMIC FREEDOM
10. Jelena Matijasevic, Nenad Bingulac ■ THE SIGNIFICANCE OF BANKRUPTCY IN MODERN BUSINESS AND ABUSE IN THE FIELD OF BANKRUPTCY
11. Ivana Martincevic, Ivana Marijan, Vesna Sesar ■ NON-FINANCIAL REPORTING - COMPONENT OF CORPORATE REPORTING

13:30 – 14:30

LUNCH

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14:30 – 16:30

PLENARY SESSION III

12. **Marinela Krstinic Nizic ■ "RETHINK" DEVELOPMENT ON THE ISLANDS - STAKEHOLDERS` VIEWS ON THE SUSTAINABILITY**
13. **Jovana Gardasevic Zivanov, Maja Kovacevic ■ ANALYSIS OF THE GLOBAL INNOVATION INDEX OF THE REPUBLIC OF SERBIA IN THE CONTEXT OF IMPROVING THE NATIONAL INNOVATION AND ENTREPRENEURIAL ENVIRONMENT**
14. **Ana Globocnik Zunac, Lana Miletic, Goran Kozina ■ SELF-SUFFICIENCY OF E-MAIL AS A MARKETING TOOL**
15. **Anica Hunjet, Vesna Sesar, Goran Kozina ■ CHANGES IN THE SECTOR OF SMALL AND MEDIUM-SIZED ENTERPRISES IN THE REPUBLIC OF CROATIA UNDER THE INFLUENCE OF THE PANDEMIC**
16. **Mirjana Trstenjak, Marija Miscancuk, Bruno Trstenjak ■ MARKETING STRATEGY FOR THE PROMOTION OF THE HRcity SMART CITY SYSTEM**
17. **Dejan Tubic, Ivana Vidak, Martina Kovacevic ■ ACCESSIBLE TOURISM IN THE NATIONAL PARKS OF THE REPUBLIC OF CROATIA**
18. **Dijana Vukovic, Damira Kecek, Marlena Fister ■ THE ROLE OF DIGITAL MARKETING COMMUNICATION ON THE CONSUMER BEHAVIOR OF GENERATION C**

16:30

CLOSING CEREMONY



5 November, 2022

SOCIAL ACTIVITIES / Free Time for Delegates



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