

# 7th International Symposium Engineering Management and Competitiveness 2017 (EMC 2017)

## Symposium Program\*

### Place and time of the Symposium:

Conference dates are Friday and Saturday, June 16-17 2017.

Presentations are scheduled in sessions with 10 minute slots per paper at Technical faculty "Mihajlo Pupin", Zrenjanin.

### Friday, June 16, 2017.

9.30 - 10.00 - Registration of participants (Technical Faculty "Mihajlo Pupin", Đure Đakovića bb, Zrenjanin).

10.00h - 12.00h - Opening of the Symposium and Plenary Session.

### **PLENARY SESSION**

Ali Reza Afshari, Dragan Čočkaló, Mohammad Anisseh  
FLIGHT ARRIVAL SIMULATION

Mohammad Anisseh, Parvaneh Haghshenas, Ali Reza Afshari  
BEST SELECTION OF THE MAINTENANCE POLICY IN THE AUTOMOTIVE INDUSTRY WITH ENVIRONMENTAL PROTECTION APPROACH BY USING AHP AND TOPSIS METHODS

Dragan Čočkaló, Dejan Đorđević, Milan Nikolić, Sanja Stanisavljev, Edit Terek  
DEVELOPMENT OF THE ENTREPRENEURIAL BEHAVIOR AMONG YOUNG PEOPLE - RESEARCH RESULTS FROM THE BANAT REGION

Stevan Mušicki, Dejan Vasović, Goran Janačković  
FRAMEWORK FOR DISASTER PREPAREDNESS BASED ON EFFICIENT SAFETY RESOURCE MANAGEMENT

Larisa Nikitina, Igor Risin, Dmitriy Treshchevskiy, Alena Plugatyreva  
SMALL BUSINESSES AND LOCAL GOVERNMENT: REGIONAL HORIZONS

László Szabó, Zoltán Kovács, Atila Zelić  
THE ROLE OF TECHNOLOGY MANAGEMENT FROM THE ASPECT OF A GIVEN ENGINEERING COMPANY

12.00 - 12.30 - Coffee break.

12.30h - 14.30h - Presentation of papers.

### **Session A: MANAGEMENT AND OPERATION MANAGEMENT**

Srdan Bogetić, Snežana Lekić, Zorana Antić  
21st CENTURY CHALLENGES IN STRATEGIC MANAGEMENT

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\* The organizer allows the possibility of changes in the program, in accordance with the specific requirements of the authors and the technical and time constraints of the Symposium. That is why we encourage the authors to communicate their specific requirements at registration.

Violeta Cvetkoska  
THE ROLE OF OPERATIONS RESEARCH IN MANAGERIAL DECISION-MAKING

Slobodan Jankovic, Velimir Petrović  
MANAGEMENT OF A NEW VEHICLE SHORT-TERM DEVELOPMENT PROCESS BASED ON RTC TEST BED

Stevan Mušicki, Goran Janačković, Dejan Vasović  
SAFETY CULTURE OBSERVED FROM THE STANDPOINT OF CONTEMPORARY SCIENCE AND PREVIOUS EXPERIENCE

Vladan Paunovic, Miroslav Radojicic, Jasmina Vesic Vasovic, Sanja Puzovic, Aleksandra Jovicic  
INTEGRATED MCDM APPROACH BASED ON AHP AND PROMETHEE METHODS FOR TOOL SELECTION

Sanja Puzovic, Miroslav Radojicic, Jasmina Vesic Vasovic, Vladan Paunovic  
USE OF MULTI-CRITERIA DECISION MAKING METHODS IN FUNCTION OF QUALITY IMPROVEMENT

Milan Stajić, Ivan Palinkaš, Igor Kekenj  
THE IMPORTANCE OF THE FAMILY OF ISO 9000 IN IMPROVING OF PRODUCTION PROCESS

Milan Stajić, Ivan Palinkaš, Draško Kovač, Igor Kekenj  
EXCELLENCE THROUGH SIX SIGMA SYSTEM

Vesna K. Spasojevic Brkic, Zorica A. Veljkovic, Nada Stanojevic  
INDUSTRIAL COMPANIES' OPERATIONAL PERFORMANCE: EVIDENCE FROM SERBIA

Sanja Stanisavljev, Mila Kavalić, Dragica Radosav, Branko Markoski, Saša Zec  
LEAN CONCEPT AND PRODUCTION MANAGEMENT ENTERPRISES IN SERBIA

Mustafa Ertunc Tat, Melih Cemal Kushan  
IMPACT OF INDUSTRY 4.0 TO AIRCRAFT MAINTENANCE, REPAIR AND OVERHAUL

Miroslav Vulić, Eleonora Desnica, Milan Nikolić  
MANAGING PROCESS OF END-OF-LIFE VEHICLES TOXIC FLUIDS FROM ENVIRONMENTAL SUSTAINABILITY AND LEGISLATION ASPECT

## **Session B: HUMAN RESOURCE MANAGEMENT**

Nemanja Berber, Agneš Slavić  
A RESEARCH OF THE CSR AND SUSTAINABLE DEVELOPMENT THROUGH THE PRACTICE OF HUMAN RESOURCE MANAGEMENT IN SERBIA

Aleksandra Felbab, Dragica Ivin, Natalia Lerik, Maša Magzan  
JOB SATISFACTION AS THE BEST WAY OF ORGANIZING AND MANAGING A COMPANY AIMED AT BUSINESS OBJECTIVES FULFILLMENT

Eleonora Desnica, Francisc Popescu, Milan Nikolić, Miroslav Vulić  
EDUCATION STRATEGY ANALYSIS AND DEVELOPMENT OF HUMAN RESOURCES IN THE FIELD OF ELV RECYCLING

Bojana Gligorović, Katarina Zorić  
THE IMPORTANCE OF LOCUS OF CONTROL IN BUSINESS SETTINGS AND ITS RELATION TO VARIOUS WORK OUTCOMES

Žarko Jokšić

SURVEY ON JOB SATISFACTION AND MOTIVATION OF EMPLOYEES IN THE EVENT OF A HIGHER EDUCATION INSTITUTIONS AND CONSTRUCTION COMPANY

Mina Paunović, Vesna Marić, Nataša Đalić, Milica Milojević

ANALYSIS OF THE IMPACT STRESS ON MOTIVATION IN THE WORK ENVIRONMENT

Nikola Petrović, Nebojša Tatomirov, Danka Joksimović

LEADERSHIP AS A PREREQUISITE IMPROVING THE QUALITY OF DOMESTIC ENTERPRISES

Dragana Sajfert, Jesa Kreiner, Škrinjarić Zoran, Nikola Jančev

BEHAVIOR OF BIG FIVE PERSONALITY FACTORS ON GENERAL JOB SATISFACTION

Dijana Tadić

FEAR OF PUBLIC PERFORMANCES AND ITS OVERCOMING

Dijana Tadić, Edit Terek, Edin Strukan

THE GROWING IMPORTANCE OF INTERNAL COMMUNICATION ON BUSINESS SUCCESS

Katarina Zorić, Tamara Zorić, Bojana Gligorović

COMPENSATIONS AND BENEFITS IN ORGANIZATIONS IN SERBIA

### **Session C: MARKETING AND MARKETING MANAGEMENT**

Mihalj Bakator, Vesna Marić, Slađana Borić, Dušanka Milanov

THE USE OF SOCIAL MEDIA IN MARKETING STRATEGY DEVELOPMENT

Mihalj Bakator, Nikola Petrović, Mina Paunović

ANALYSIS OF PRODUCT QUALITY AND BRAND LOYALTY ON THE SMARTPHONE MARKET IN SERBIA

Dragan Čočkalović, Melita Čočkalović-Hronjec, Jelena Tasić, Cariša Bešić, Miloš Vorkapić

THE ASPECTS OF CRM APPLICATION ON SOCIAL NETWORKS IN SERBIAN BUSINESS PRACTICE

Dejan Đorđević, Srđan Bogetić, Snežana Bešić

THE ANALYSIS OF MARKETING PRACTICE IN DOMESTIC ENTERPRISES

Aleksandar Grubor, Nikola Milicević, Nenad Djokić

RETAIL CENTRALIZED DISTRIBUTION SYSTEM

Bojan Matkovski, Marija Jeremić, Danilo Đokić, Žana Kleut

COMPETITIVENESS OF SERBIAN MEAT AND MEAT PREPARATIONS ON THE INTERNATIONAL MARKET

Miloš Pjanić, Branimir Kalaš, Ivan Milenković

ONLINE DISTRIBUTION CHANNELS FOR INSURANCE PRODUCTS IN SERBIA AND THE EUROPEAN UNION

Bruno Završnik

SLOVENIA'S IMAGE AS A TOURIST DESTINATION

### **Session D: ECONOMY AND FINANCIAL MANAGEMENT**

Jelena Andrašić, Vera Mirović, Nada Milenković

ANALYSIS OF BUSINESS RESTRUCTURING IN THE SERBIAN MARKET

Savina Čolić  
SUSTAINABLE DEVELOPMENT: HOW FAR ARE WE FROM THERE?

Marko Ivaniš, Lazar Ožegović, Luka Filipović  
LIQUIDITY MANAGEMENT BY FINANCIAL INDICATORS

Marko Ivaniš, Lazar Ožegović, Milan Mihajlović  
COST-BENEFIT ANALYSIS IN INVESTMENT MANAGEMENT

Lejla Terzić  
IDENTIFYING THE CONSTRAINTS OF SMALL AND MEDIUM SIZED ENTERPRISES  
COMPETITIVENESS IN BOSNIA AND HERZEGOVINA

Yuri Treshchevsky, Tatyana Pankova, Elena Trakhtenberg  
THE ASSESSMENT OF INVESTMENT'S ACTIVITY LEVEL IN CENTRAL BLACK EARTH  
REGIONS OF RUSSIA

Marko Vlahović, Mila Kavalić, Savina Čolić, Darko Bađok, Arben Lunjić  
THE FASTEST-GROWING FOUR CONTINUE THEIR TREND DESPITE THE CHALLENGES

### **Session E: IT MANAGEMENT**

Saša Bošnjak, Tatjana Davidov  
COMPONENT BASED SOFTWARE DEVELOPMENT, THE PAST AND THE FUTURE OF  
SOFTWARE INDUSTRY

Nataša Đalić, Irena Đalić, Bojana Ristić  
IMPACT OF INFORMATION TECHNOLOGY ON COMPETITIVE ADVANTAGE ON THE MARKET  
IN THE GLOBAL CRISIS

Žarko Jokšić, Nebojša Tatomirov  
BASIC CHARACTERISTICS SQL SERVER TO CREATE A DATABASE

Ljubica Kazi, Dragica Radosav, Biljana Radulović, Zoltan Kazi, Dijana Karuović,  
Miodrag Ivković, Branko Markoski  
MODEL OF AN INFORMATION SYSTEM FOR UNIVERSITY SCHOOL MANAGEMENT SUPPORT

Bojan Vukov, Dobrivoje Martinov, Zeljko Velickov  
HOSPITAL INTRANET PORTAL AS AN ADDITIONAL TOOL FOR INTERNAL KNOWLEDGE  
MANAGEMENT – A CASE STUDY

### **Session F: OTHER**

Ali Reza Afshari, Milan Nikolić, Zahra Akbari  
PERSONNEL SELECTION USING GROUP FUZZY AHP AND SAW METHODS (ABSTRACT)

Ildiko Csapó, József Poór, Tímea Juhász, Andrea Visztenvelt  
FLEXIBLE EMPLOYMENT FORMS IN DIFFERENT COMPANIES LOCATED IN BUDAPEST  
(ABSTRACT)

Danilo A. Đurović  
THE IMPACT OF URBAN-RESTRAINING MARINE SPACE ON THE PSYCHOSOMATIC HEALTH  
OF SAILORS

14.30h - 16.00h - Catering (lunch).

16.00h - 19.00h - Lectures for doctoral students (prof. Dr Violeta Cvetkovska and prof. Dr Alireza Afshari).  
Each session should last between 60 to 90 minutes.

Saturday, June 17, 2017.

This is a day for an excursion to Novi Sad and Sremski Karlovci.