

**Conference announcement**

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## CONTEMPORARY ISSUES IN ECONOMICS, BUSINESS AND MANAGEMENT - EBM 2018

November 09-10, 2018, Faculty of Economics, University of Kragujevac,  
Kragujevac, the Republic of Serbia

Dejana Zlatanovic\*

The Fifth International Scientific Conference entitled Contemporary Issues in Economics, Business and Management (EBM 2018) will be held at the Faculty of Economics, University of Kragujevac, on November 9 and 10, 2018.

Numerous challenges and problems that contemporary organizations and national economies are being faced with imply the need for an appropriate theoretical and methodological response. Thus, an increasing variety of new concepts, methodologies, methods, models and tools can be observed in the field of economics, business economics and management. Aiming to provide an adequate response to the various challenges of the business environment, the Conference will enable researchers to present the latest results of their research studies, exchange their respective ideas, knowledge and experiences and also verify their results through different publications. In addition, the informal discussion that will give

the participants an opportunity to identify common research interests and possibilities of a future cooperation is of relevant importance.

Taking into account the complexity and diversity of contemporary issues in economics, business economics and management, the Conference will include the four thematic areas as follows:

- Globalization and Regionalization,
- Key Issues in Management and Marketing,
- Accounting and Business Finance,
- Applied Informatics and Quantitative Methods in Economics and Management.

By encouraging both conceptual and empirical papers, the Conference will enable the participants to point to the actual development trends in the theory and practice of economics, business economics and management.

The EBM 2018 Conference will be taking place for two days. On the first day, a plenary session and four parallel sessions will be held. At the same time,

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undergraduate and graduate students will be able to present the results of their research studies since the students' conference entitled the Challenges of Contemporary Economics and Management will simultaneously be organized. Through the evaluation and selection processes, the best scientific-research paper written by a student will be chosen.

Respecting the importance of innovation to the development of businesses and economics, the particular focus on the second day of the Conference will be put on improving innovativeness in the Republic of Serbia through a panel discussion entitled How to improve innovativeness in Serbia. The discussion will involve the representatives of the academic community, the representatives of the Government of the Republic of Serbia, as well as eminent businessmen and experts. The participants' interaction with one another is expected to contribute to the identification and application of appropriate solutions and tools for the purpose of encouraging the innovativeness and competitiveness of the economy of the Republic of Serbia.

As distinguished researchers in the appropriate fields of economics and management, the keynote speakers at the Conference will be as follows:

**Darko Tipuric**, Faculty of Economics, University of Zagreb, Croatia

**Boris Begovic**, Faculty of Law, University of Belgrade, Serbia

**Vadim Kufenko**, Institute of Economics, University of Hohenheim, Germany

The submitted manuscripts should be original and previously unpublished. All of the submitted manuscripts will be the subject matter of the double-blind review process. The publication opportunities are the following:

- All of the accepted abstracts will be published in the Conference Book of Abstracts.
- The accepted papers will be published in the Conference Proceedings.
- The authors of the selected high-quality papers will be subsequently invited to submit the papers for publishing in the Economic Horizons, the journal issued by the Faculty of Economics, University of Kragujevac.

The dates below are important to potential participants at the Conference:

May 30, 2018	Abstract submission
June 15, 2018	Abstract acceptance notification
August 30, 2018	Paper submission
September 30, 2018	Paper acceptance notification
November 9-10, 2018	Conference dates

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**Dejana Zlatanovic** is an assistant professor, teaching the subjects of Economic Cybernetics, Management Science, at the Faculty of Economics, University of Kragujevac, Kragujevac, Republic of Serbia, where she received her PhD degree. Her research interest is focused on the holistic conceptualization and creative management of problem situations, systems methodologies for problem situations structuring, and innovation management.

**Najava konferencije**

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Peta međunarodna naučna konferencija, koju organizuje Ekonomski fakultet Univerziteta u Kragujevcu, pod nazivom *Contemporary Issues in Economics, Business and Management* (EBM 2018), biće održana 09. i 10. novembra 2018. godine u Kragujevcu.

Brojni izazovi i problemi sa kojima se suočavaju savremene organizacije i nacionalne ekonomije nameću potrebu za odgovarajućim teorijsko-metodološkim odzivom. Shodno tome, u oblasti ekonomije i menadžmenta može se uočiti rastuća varijetetnost novih koncepata, metodologija, metoda, modela i tehnika. U nastojanju da na adekvatan način odgovori na različite izazove poslovnog okruženja, ova konferencija je prilika da istraživači iz različitih oblasti ekonomije, poslovne ekonomije i menadžmenta prezentiraju najnovije rezultate svojih istraživanja, da razmene ideje, znanja i iskustva, kao i da svoje rezultate verifikuju kroz odgovarajuće publikacije. Osim toga, od relevantne važnosti je i

neformalna diskusija koja će učesnicima omogućiti da identifikuju zajednička naučno-istraživačka interesovanja i mogućnosti uspostavljanja međusobne buduće saradnje.

Vodeći računa o kompleksnosti i raznolikosti pitanja i problema u ekonomiji, poslovnoj ekonomiji i menadžmentu, na Konferenciji će biti prezentirani radovi iz sledeće četiri tematske oblasti:

- Globalizacija i regionalizacija,
- Ključni problemi i izazovi u menadžmentu i marketingu,
- Računovodstvo i poslovne finansije, i
- Primena informatike i kvantitativnih metoda u ekonomiji i menadžmentu.

Kroz konceptualne radove i empirijske studije, Konferencija će učesnicima pružiti priliku da ukažu na aktuelne razvojne trendove u teoriji i praksi ekonomije, poslovne ekonomije i menadžmenta.

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Konferencija će biti realizovana tokom dva dana. Prvog dana, Konferencija će se sastojati od plenarne i četiri paralelne sesije. Isto tako, priliku da izlože rezultate svojih istraživanja, imaće i studenti osnovnih i master studija, budući da će paralelno biti organizovana i studentska konferencija pod nazivom Izazovi savremene ekonomije i menadžmenta. Kroz odgovarajući proces selekcije i ocene, biće izabran najbolji studentski naučno-istraživački rad.

Respektujući značaj inovacija za razvoj preduzeća i ekonomije u celini, drugog dana Konferencije posebna pažnja će biti posvećena unapređenju inovativnosti u Republici Srbiji kroz panel diskusiju pod nazivom Kako podstaći inovativnost u Srbiji? U diskusiji će, osim predstavnika akademske zajednice, učestvovati i predstavnici Vlade Republike Srbije, ugledni privrednici i stručnjaci. Očekuje se da će interakcija učesnika panel diskusije doprineti identifikovanju i primeni odgovarajućih rešenja i instrumenata unapređenja inovativnosti i konkurentnosti privrede Republike Srbije.

Kao istaknuti istraživači u odgovarajućim oblastima ekonomije i menadžmenta, uvodničari na Konferenciji će biti:

**Darko Tipurić**, Ekonomski fakultet Univerziteta u Zagrebu, Hrvatska

**Boris Begović**, Pravni fakultet Univerziteta u Beogradu, Republika Srbija

**Vadim Kufenko**, Institut za ekonomiju Univerziteta u Hohenheim-u, Nemačka.

Radovi za Konferenciju trebaju biti originalni i neobjavljeni. Svi dostavljeni radovi će biti predmet dvostruke anonimne recenzije uz sledeće mogućnosti objavljivanja:

- u Zborniku apstrakata biće objavljeni svi prihvaćeni apstrakti,
- svi prihvaćeni radovi će biti objavljeni u Zborniku radova,
- izabrani radovi će, na predlog Uredništva, biti publikovani u časopisu Ekonomski horizonti, čiji je izdavač Ekonomski fakultet Univerziteta u Kragujevcu.

Za potencijalne učesnike Konferencije od relevantnog značaja su sledeći termini:

30. maj 2018.	Dostavljanje apstrakta
15. jun 2018.	Obaveštenje o prihvatanju apstrakta
30. avgust 2018.	Dostavljanje rada
30. septembar 2018.	Obaveštenje o prihvatanju rada
09-10. novembar 2018.	Održavanje EBM konferencije

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**Dejana Zlatanović** je docent na nastavnim predmetima Ekonomska kibernetika i Nauka o menadžmentu, na Ekonomskom fakultetu Univerziteta u Kragujevcu, gde je i doktorirala. Ključne oblasti njenog naučno-stručnog interesovanja su: sistemska konceptualizacija i kreativno upravljanje problemskim situacijama, sistemske metodologije strukturiranja problemskih situacija poslovne ekonomije, upravljanje inovacijama.