



Univerza v Novem mestu
University of Novo mesto

Fakulteta za ekonomijo in informatiko
Faculty of Economics and Informatics

Fakulteta za poslovne in upravne vede
Faculty of Business and Management Sciences

PROGRAM KONFERENCE / *CONFERENCE PROGRAMME*

9.00–9.15	OTVORITEV ZNANSTVENE KONFERENCE <i>OPENING OF THE SCIENTIFIC CONFERENCE</i> Uvodni pozdravi
9.15–11.15	UVODNI REFERATI / <i>PLENARY OPENING SESSION</i>
11.15–11.45	ODMOR / <i>BREAK</i>
11.45–13.45	DELO V SEKCIJAH / <i>WORK SESSIONS</i>
13.45–14.45	<i>KOSILO / LUNCH</i>
14.45–16.45	DELO V SEKCIJAH / <i>WORK SESSIONS</i>
16.45–17.00	ODMOR / <i>BREAK</i>
17.00–17.30	PLENARNI ZAKLJUČEK KONFERENCE <i>PLENARY CONCLUSION OF THE CONFERENCE</i>

UVODNI REFERATI / *PLENARY OPENING SESSION*

Predsedujoča: dr. Malči Grivec

Dr. Malči Grivec

Vpliv covid-19 na gospodarstvo in turizem
Impact of Covid-19 on the Economy and Tourism

Dr. Rajko Macura, dr. Nenad Novaković

Covid-19 – post-pandemijski izzivi i mogućnosti
Covid-19 – Post-pandemic Challenges and Opportunities

Ekaterina Tyuhtenkova, Elena Gayko

Global Economy and Customs Role During the Pandemic
Vloga svetovnega gospodarstva in carine med pandemijo

Dr. Svetlana Dušanić – Gačić, dr. Zorana Agić

Posljedice pandemije covid -19 na uvoz i izvoz u BiH
Impact of Covid-19 Pandemic on Export and Import in Bosnia and Herzegovina



SEKCIJA 1: IZZIVI GLOBALIZACIJE IN EKONOMSKO OKOLJE

SESSION 1: Globalisation Challenges and the Economic Environment

Predsedujoča: dr. Laura Južnik Rotar

Dr. Drago Cvijanović, dr. Danijela Pantović

Komparativna analiza makroekonomskih pokazatelja zemalja kandidata za EU: rezultati PROMETHEE - GAIA metode

Comparative Analysis of Macroeconomic Indicators of Candidate Countries for the EU: Results of the Prometheus - Gaia Approach

Dr. Nerma Čolaković – Prguda, dr. Irma Đidelića

Makroekonomski pokazatelji u vrijeme globalne pandemije u BiH

Macroeconomic Indicators during the Global Pandemic in Bosnia and Herzegovina

Dr. Laura Južnik Rotar, Mojca Osredkar Mergole

Proces regionalnega ekonomskega integriranja na primeru trgovinskega sporazuma med EU in članicami Mercosur

The Process of Regional Economic Integration in the Case of a Trade Agreement between the EU and Mercosur Members

Dr. Bojan Kocić, dr. Oliver Popović

Razvoj lokalnih ekonomskih potencijala – primer industrijske zone

Development of Local Economic Potentials – a Example of an Industrial Zone

Anna Kosheleva

Investment Process in Eastern Europe

Naložbeni proces v Vzhodni Evropi

Dr. Slobodan Petrović

Kriza nacionalnog identiteta s početka 21. veka pod uticajem globalizacije

Crisis of National Identity from the Beginning of the 21st Century under the Influence of Globalization

Mitja Pust, dr. Simon Muhič

Trajnostni in ekonomski vidik električnih vozil

Sustainable and Economic Aspects of Electric Vehicles

Emma Sesvečan, dr. Anita Prelas Kovačević

Razvoj globalizacije i njezin utjecaj na suvremeni svijet

Development of Globalization and Effects of Globalization on Modern World

Maša Žnidaršič

Finančna kriza in gospodarstvo

The Financial Crisis and the Economy

Barbara Borštnar

Dohodkovna in premoženjska neenakost v družbi

Income and Wealth Inequality in Society



SEKCIJA 2: MENEGEMENT ČLOVEŠKIH VIROV

SESSION 2: Human Resource Management

Predsedujoča: dr. Mojca Blažič

Dr. Ljupčo Kevereski, mag. Milka Kevereska - Sapkaroska

Osebnostne lastnosti kot dejavniki uspeha v globalizirajočem se kontekstu
Personal Personality Traits as Determinants of Success in a Globalised Context

Mag. Filip Cvetković

Uloga komunikacije u procesu upravljanja
The Role of Communication in the Management Process

Dr. Slobodan Čamilović

Samoevaluacija kao jedna od osnova za upravljanje karijerom
Self-Evaluation as One of the Foundations for Career Management

Mag. Nataša Đorđević, mag. Irena Čelić

Uloga menadžmenta ljudskih resursa u održivom razvoju turizma
The Role of Human Resource Management in Sustainable Tourism

Dr. Muamer Halilbasić

Analiza neusklađenosti vještina: Primjer softverske industrije u Bosni i Hercegovini
Skill Mismatch Analysis: the Example of the Software Industry in Bosnia and Herzegovina

Dr. Milan Radosavljević, dr. Dragana Radosavljević

Menadžment i čovek u četvrtoj industrijskoj revoluciji
Management and Man in the Fourth Industrial Revolution

Dr. Maja Rožman, dr. Vesna Čančer

Medgeneracijska sinergija in delovna zavzetost starejših zaposlenih
Intergenerational Synergy and Work Engagement of Older Employees

Dr. Jelisaveta Šafranj, dr. Aleksandra Gojkov – Rajić

Ovladavanje jezičkim veštinama engleskog jezika za efikasnu poslovnu komunikaciju
Mastering English Language Skills for Effective Business Communication

Silvo Bukovec

Mobing zaposlenih v zdravstvo
Mobbing of employees in healthcare



SEKCIJA 3: RAČUNALNIŠTVO IN INFORMATIKA TER DIGITALIZACIJA POSLOVNIH PROCESOV

SESSION 3: Computer Science and Informatics and Digitalization of Business Processes

Predsedujoča: dr. Hana Stefanović

Mag. Nikola Popović, dr. Hana Stefanović

Adaptivna segmentacija digitalne slike u boji primenom detektora ivica I klasterovanja zasnovanog na principima masinskog učenja

An Adaptive Colour image Segmentation using Edge Detection and Clustering based on Machine Learning

Natalija Klemenčič, dr. Beno Klemenčič

Vpliv spletnih družbenih omrežij na nakupno odločanje

Influence of Social Media on the Purchase Decision

Kuznecova Aleksandra, Maria Gavrilova

Perspective Automation`S Directions of Technological Processes of Customs Activity

Perspektiva smeri avtomatizacije tehnoloških procesov carinske dejavnosti

Dr. Vincenzo D'Angelo

Technological Innovation in Health Organisations

Tehnološke inovacije v zdravstvenih organizacijah

Antonina Lazareva

Modern Tools and Technologies of Customs Control in Trade Facilitation

Sodobna orodja in tehnologije carinskega nadzora pri olajševanju trgovine

Luka Latinović, dr. Milica Gerasimović

Predvidanje zauzeća parkirališta na osnovu veštačkih neuronskih mreža

Parking Space Occupancy Prediction based on Artificial Neural Networks

Dr. Marija Mosurović Ružičić, dr. Mirjana Miletić

Upravljanje inovacijama u građevinskom sektoru sa aspekta zaštite životne sredine - primer Srbije

Environmental Aspect of Managing Innovation in the Construction Industry – the Example of Serbia

Mag. Veselin Obradović

Improving SMEs' Regional Trade Exchange using Internet Technologies

Izboljšanje regionalne trgovinske izmenjave MSP z uporabo internetnih tehnologij

Dr. Jelena Raut, dr. Slavica Mitrović Veljković

Uticaj digitalizacije na razvoj novih modela poslovanja

The Influence of Digitalisation on the Development of New Business Models

Dr. Stefan Sretenovic, Bojana Tosić

Remote Working in Domestic and International Companies in Serbia: Empirical Analysis

Delo na daljavo v domačih in mednarodnih podjetjih v Srbiji: empirična analiza

Ekaterina Zueva, Daniil Morozov

Sharing Economy: a New Economic Model in the Era of Digitalization

Ekonomija delitve: nov ekonomski model v dobi digitalizacije



SEKCIJA 4: MENEDŽMENT V ŠOLSTVU

SESSION 4: Management in Education

Predsedujoča: dr. Ljiljana Krneta

Dr. Grozdanka Gojkov

Tržišni mehanizmi organizacije i upravljanja univerzitetom – pro et contra-

Market Mechanisms of University Organisation and Management – pro et contra

Dr. Jasmina Starc

Zavzetost študentov za izobraževanje na daljavo

Students' Engagement in Distance Learning

Dr. Ljiljana Krneta

Različiti pristupi konkurentnosti EU – zasnovani na obrazovnim strategijama

Different Approaches to EU Competitiveness – based on Educational Strategies

Dr. Milica Andevski, dr. Branislav Banić

Medijska pedagogija u izazovima medijske stvarnosti

Media Pedagogy in the Challenges of Media Reality

Dr. Oliver Cackov, Olivera Pasterk

Our University Radio as a New Media in History Education

Naš univerzitetni radio kot nov medij v zgodovini izobraževanja

Lina Dečman Molan

Uporaba orodij za preverjanje znanja na daljavo

Using Applications for Remote Examinations

Luka Oblak, Luka Varda

Pandemija covid-19 in potek izobraževanja študentov medicine

Covid-19 Pandemic and Educational Process of Medical Students

Ioana Margareta Răduț

21st Century Challenges in Education

Izzivi 21. stoletja v izobraževanju



SEKCIJA 5: TRŽENJE IN TURIZEM

SESSION 5: Marketing and Tourism

Predsedujoči: dr. Sergej Gričar

Dr. Gordana Nikolić

Upravljanje razvojem turističke ponude Republike Hrvatske
Managing Development of the Tourist Offer of the Republic of Croatia

Dr. Romina Alkier, Vedran Milošić

Perspektiva razvoja gastronomskog turizma kontinentalne Hrvatske
Perspective of Gastronomic Tourism Development in Continental Croatia

Dr. Sergej Gričar

Izhod VB iz EU v primerjavi s slovenskimi izkušnjami v integraciji EU
Brexit Trade versus Slovenian Experience in the EU Economy

Anna Borisova

Analysis of Companies with Successful Global Marketing Strategies
Analiza podjetij z uspešnimi svetovnimi marketinškimi strategijami

Marina Brčina

Nakupovalne navade potrošnikov pred in po covid-19
Consumer Shopping Habits before and after covid-19

Mateja Češnovar

Oglaševanje vitamina D v času pandemije koronavirusa
Advertising Vitamin D during the Coronavirus Pandemic

Dr. Danijel Drpić

Turistički događaji -element očuvanja baštine kontinentalne Hrvatske
Tourist Events - an Element of Preservation the Heritage of the Continental Croatia

Martina Iskra

Val epidemije ustavil storitve, ki nam povečujejo kakovost življenja
Pandemic Wave Stalled Services that Improve our Quality of Life

Dr. Dragan Marinković

Neuronauka kao resurs moćnih alata za marketing
Neuroscience as a Resource of Powerful Tools for Marketing

Dr. Mirjana Milovanović, dr. Ružica Đervida

Turističke promjene u Republici Srpskoj: poređenje prije i tokom covid-19
Changes in Tourism in the Republic of Srpska: Comparison - before and during Covid-19

Dr. Mladen Miroslavljević

Trgovina privatnošću u doba nadzornog kapitalizma
Participatory Trade of Privacy in the Era of Surveillance Capitalism

Dr. Anna Wasiluk, mag. Daria Justyna Siejk

Utjecaj alata marketinške komunikacije na odluke potrošača o kupovini
The impact of marketing communication tools on consumer purchasing decisions



SEKCIJA 6: POSLOVNE VEDE

SEKCIJA 6: Business Sciences

Predsedujoča: dr. Karmen Erjavec

Dr. Karmen Erjavec

Nakupovanje s potrošniki: uporabna metoda za proučevanje nakupa označenih živil

Shopping with Consumers: a Useful Method to study the Purchase of Labeled Food Products

Dr. Ladin Gostimirović, dr. Dragan Janjušić

CSR iz perspective kupca / potrošača

CSR from the Perspective of the Customer / Consumer

Dr. Franci Avsec

Prokurist v slovenskem korporacijskem in delovnem pravu

Procuration Holder in the Slovenian Corporation and Labour Law

Dr. Živko Bergant

Kdo so deležniki v združbi?

Who are Company's Stakeholders?

Dr. Nevenka Maher

Socialne inovacije

Social Innovations

Dr. Nataša Simić, mag. Miroslava Jevtić

Osiguravajuća društva na finansijskim tržištima Evropske unije Republike Srbije

Insurance Companies in the Financial Markets of the European Union and the Republic of Serbia

Dr. Petronije Jevtić, mag. Robert Latin

Performanse operativnog menadžmenta malih i srednjih preduzeća

Performance of Operational Management of Small and Medium Enterprises

Dr. Ljiljana Stošić Mihajlović, dr. Dušan Aničić

Uticaj logistike na kvalitet ekonomije proizvodnih organizacija

The Influence of Logistics on the Quality of the Economy of Production Organisations

Tomica Štimac, Martina Jurković

Poslovna produktivnost u poduzećima slabe organizacijske kulture

Business Productivity in Companies with Weak Organisational Culture

Špela Terkov

Odnos Slovencev do davčnih utaj

Opinion of the Slovenians on Tax Evasion in Slovenia

Dejan Jazbec

E2E – razvojni proces podjetja Xcaravan

E2E – Xcaravan Development Process



SEKCIJA 7: MENEDŽMENT V ZDRAVSTVU

SESSION 7: Management in Health Care

Predsedujoča: dr. Nevenka Kregar Velikonja

Dr. Nevenka Kregar Velikonja

Zaupanje v institucije in povezanost s spoštovanjem preventivnih ukrepov v času epidemije covid-19
Trust in Institutions and Compliance with Preventive Measures during the Covid-19 Epidemic

Dr. Mirna Macur, dr. Suzana Šuklar

Pomembnost kriterija pravičnosti oz. enake obravnave za slovenske zdravstvene domove
The Importance of Equitability and Fairness Criteria for Slovenian Community Health Centres

Jasna Dević

Okoljski dejavniki tveganja za zdravje v urgentni dejavnosti
Environmental risk factors for health in urgent activity

Suzana Lalić

Vplivi načina vodenja na zadovoljstvo v zdravstveni organizaciji
The Influences of Leadership Style on Satisfaction in a Healthcare Organisation

Gorazd Laznik, Mateja Šimec

Zadovoljstvo z obravnavo v javnih in zasebnih zdravstvenih organizacijah
Satisfaction with Services in Public and Private Health Organisations

Sabina Sedlak, dr. Marjetka Jelenc

Predlog pristopa h krepitvi mišično-skeletnega zdravja v Sloveniji
Proposed Approach to Strengthening Musculoskeletal Health in Slovenia

Sandra Tratar

Telesna dejavnost in bolečine v križu med nosečnostjo
Physical Activity and Lower Back Pain during Pregnancy

Martina Vuk

Organizacija dela pri transplantaciji pljuč
Organisation of Work in Lung Transplantation

Ana Zanoški

Pomen ustvarjalnosti in inovativnosti v Splošni bolnišnici Novo mesto
The Importance of Creativity and Innovation in General Hospital Novo Mesto

Mateja Zupančič

Kazniva dejanja zoper človekovo zdravje
Crimes against Human Health

Tjaša Žagar

Stališča o cepljenju proti covid-19
Attitudes towards vaccination against covid-19

Marjetka Cesar Koretič

Pomen e-zdravja v zdravstvenem sistemu
Importance of E-Health in the Health System

