

International Conference

„Economic Theory and Practice: Meeting the New Challenges“

11-12 November 2011

Mostar

Bosnia and Herzegovina

Faculty of Economics

University of Mostar

Matice hrvatske bb, 88000 Mostar, Bosnia and Herzegovina

<http://ef.sve-mo.ba/conference2011.htm>



Thursday, 10 November 2011

18:00 – 20:00 ARRIVAL AND REGISTRATION

Friday, 11 November 2011

8:00 – 10:00 REGISTRATION

10:00 – 11:30 OPENING CEREMONY – PLENARY SESSION

11:30 – 13:00 COFFEE & LUNCH BREAK

13:00 – 15:00 WORKING SESSIONS

15:00 – 15:30 COFFEE BREAK

15:30 – 17:00 WORKING SESSIONS

17:00 – 19:00 SIGHTSEEING OF MOSTAR

20:00 – GALA DINNER

Saturday, 12 November 2011

9:00 – 11:00 CLOSING CEREMONY

12:00 – HERZEGOVINIAN TOUR AND WINE TASTING

CONFERENCE PROGRAM

Friday, 11 November 2011

10:00 – 11:30
Amphitheater

OPENING REMARKS

Željko Šuman

Chair and Moderator

Faculty of Economics, University of Mostar (BiH)
Vice-President of the Conference Scientific Committee

WELCOME ADDRESS

Brano Markić

Acting Dean, Faculty of Economics, University of Mostar (BiH)
President of the Conference Scientific Committee

Vlado Majstorović Rector, University of Mostar (BiH)

Ljubo Bešlić Mayor of the City of Mostar (BiH)

KEYNOTE LECTURES

„From Financial Sector Rescue to Strengthened EU Economic Governance:
Implications for Policy and Analysis“

Renzo Daviddi Deputy Head of the EU Delegation to BiH

„Eurozone In Crisis“

Mate Babić Faculty of Economics and Business, University of Zagreb, Croatia

PLENARY SESSION

Friday, 11 November 2011

Session 1

13:00 – 17:00

Room 9

Global Economy and Business
European Integration: Economic Implications and Challenges

Moderator

Željko Šuman, Predrag Trpeski, Goran Popović

Slavenko Grgurević, EUROPE AND BALKAN- REGIONAL ECONOMIC INTEGRATION PROBLEMS AND PERSPECTIVES

Mislav Jošić, Hrvoje Jošić, TRADE LIBERALIZATION: THE CASE OF OECD COUNTRIES

Sead Kreso, Velma (Tahmaz) Pijalović, IMPACT OF GLOBALIZATION ON HEALTH SECTOR

Anđelko S. Lojpur, Sanja Perković, Ana A. Lojpur, THE COMPETITION PROBLEMS IN COUNTRIES OF TRANSITION - ADOPTION OF „NEW“ DEVELOPMENT ECONOMIC PARADIGM AS AN IMPERATIVE

Željko Marić, GROSS DOMESTIC PRODUCT AS A „WRONG MEASURE“ OF NATIONAL WELFARE (CASE OF BOSNIA AND HERZEGOVINA)

Goran Popović, Jelena Popović, MOVEMENT OF OUTPUT AND UNEMPLOYMENT IN THE EUROPEAN UNION: IS THERE OKUN'S LAW?

Mladen Rebić, Nemanja Šarenc, IMPACT OF ACTUAL ECONOMIC RECESSION ON THE ECONOMY OF BOSNIA AND HERZEGOVINA

Tihomir Spremo, EFFICIENT RESTRUCTURING: THE WAY TO WAVE PACIFICATION INTENSIVE DOWNSIZING ECONOMY IN RECESSION

Željko Šuman, EUROPEAN AGRICULTURE TOWARDS 2020: MEETING THE NEW GLOBAL CHALLENGES

Predrag Trpeski, Pece Nedanovski, CONTEMPORARY ASPECTS OF THE AGGREGATE DEMAND MANAGING AND UNEMPLOYMENT – THE CASE OF THE REPUBLIC OF MACEDONIA

WORKING SESSIONS

Friday, 11 November 2011

Session 2

13:00 – 17:00

Room 6

Marketing Dynamics in a Globalizing Era

Moderator

Sanja Bijakšić, Ružica Butigan, Ivan Ružić, (Arnela Bevanda)

Sanja Bijakšić, Arnela Bevanda, Mirela Mabić, INFLUENCE OF THE INTERNET AS A COMMUNICATION MEDIUM ON YOUNG PEOPLE

Ružica Butigan, Tomislav Baković, Damir Lucović, THE IMPACT OF MARKETING NETWORK ON THE PERFORMANCE OF SMALL AND MEDIUM SIZED ENTERPRISES

Dominika Crnjac Milić, Martina Martinović, ANALYSIS OF RETAIL IN THE REPUBLIC OF CROATIA

Sandra Jelčić, SERVICE QUALITY AS A DETERMINANT OF RELATIONSHIP QUALITY IN A RETAIL CONTEXT

Slavo Kukić, Marija Čutura, Mirela Mabić, CONSUMERS' PERCEPTION OF DOMESTIC VS. IMPORTED PRODUCTS IN MARKET CONTEXT OF BOSNIA AND HERZEGOVINA

Damir Lucović, Inja Boban, Ivana Planinić, OPPORTUNITIES AND ACCEPTANCE OF E-BANKING (UNICREDIT BANK CASE)

Kenan Mahmutović, WEB SITE AS A MARKETING TOOL IN WESTERN BALKAN REAL ESTATE BROKERAGE INDUSTRY

Mladen Pancić, Dinko Jukić, Igor Medić, BRAND AS ECONOMIC, SOCIAL, PSYCHOLOGICAL AND PHILOSOPHICAL CATEGORY

Ivan Ružić, Antun Biloš, Ivan Kelić, SOCIAL MEDIA MARKETING: THE NEW TRENDS IN MARKETING

Marko Šantić, SATISFACTION OF BIH TOURISTS WITH SERVICE QUALITY IN GRADAC AT THE SEASIDE, A TOURIST DESTINATION

WORKING SESSIONS

Friday, 11 November 2011

Session 3

Knowledge Society and Knowledge Economics

13:00 – 17:00

Moderator

Room 215

Dražena Gašpar, Vlatka Bilas, Mladen Radivojević

Vlatka Bilas, Sanja Franc, THE ROLE OF THE INFORMATION-COMMUNICATION TECHNOLOGIES IN ACHIEVING HIGHER LEVEL OF BUSINESS COMPETITIVENESS ON INTERNATIONAL MARKETS

Ivica Ćorić, Dražena Gašpar, NEURAL NETWORKS IN CUSTOMER PROFITABILITY ANALYSIS

Dražena Gašpar, Brano Markić, INTEGRATING DATA PROTECTION POLICY WITH BUSINESS PROCESSES

Ljubo Jurčić, Vlatka Bilas, Sanja Franc, COMPETITIVENESS AND KNOWLEDGE ECONOMY

Josip Lovrinović, VIRTUALIZATION IN MODERN ECONOMY

Vlado Majstorović, Marijana Bandić Glavaš, DEVELOPMENT TRENDS OF VIRTUAL PROJECT MANAGEMENT WITH AN EMPHASIS ON COMPUTER SUPPORT

Brano Markić, CUSTOMER SEGMENTATION BY INTEGRATING UNSUPERVISED AND SUPERVISED LEARNING

Kristina Ozimec, Tea Škunca, Šime Surać, THE IMPACT OF CRM ON LOYALTY AND COMPETITIVE ADVANTAGE IN MARKETING AND SALES IN AUTOMOTIVE INDUSTRY

Mladen Radivojević, Milica Tepšić, Ilija Šušić, BUSINESS INTELLIGENCE TO ELITE PERFORMANCE OPERATING SYSTEM

Damir Ravlić, APPLICATION OF ONLINE ANALYTICAL PROCESSING TOOLS (OLAP) FOR IMPORT/EXPORT FORECASTING

Kristina Sesar, Suzana Šarić, INTEGRATION OF ASSOCIATION RULES AND CLUSTER ANALYSIS IN SEGMENTATION OF CUSTOMERS

Vladimir Šarović, COSTS OF DISTANCE LEARNING

WORKING SESSIONS

Friday, 11 November 2011

Session 4

Finance: Theoretical and Practical Considerations
Environmental Economics and Sustainable Development

13:00 – 17:00

Moderator

Room

Miljenko Crnjac, Drago Jakovčević, Lejla Lazović – Pita

Čitaona

Mihovil Anđelinović, Drago Jakovčević, Maja Mihelja Zaja, THE BOND PORTFOLIO IMMUNIZATION IN LIFE INSURANCE COMPANY

Miljenko Crnjac, Dominika Crnjac Milić, SOME STRATEGIES OF LOAN REPAYMENT

Dijana Čavar, DISCRIMINATION OF CONSUMERS OF ELECTRICAL ENERGY WITHIN THE BOSNIA AND HERZEGOVINA MARKET

Ksenija Dumičić, Anita Pavković, Irena Palić, BANK CONCENTRATION IN EUROPE – COMPARATIVE ANALYSIS APPROACH

Dragan Gabrić, Zoltan Ćorić, Dražen Ramljak, EFFECTS OF APPLIED ACCOUNTING POLITICS IN THE FIELD OF SUPPLIES

Izudin Kešetović, Azira Osmanović, PUBLIC DEBT MANAGEMENT IN ORDER TO MEET EU CRITERIA

Sead Kreso, Lejla Lazović - Pita, GLOBAL FINANCIAL CRISIS AND INTERVENTION

Dubravka Krivačić, ENVIRONMENTAL ACCOUNTING – THE PART OF CORPORATE SOCIAL RESPONSIBILITY

Davor Mihić, Andrijana Mihić Ostojić, SOURCES OF FINANCING FOR SMALL AND MEDIUM ENTERPRISES IN THE FB&H

Nemanja Todorović, EFFECTS OF INTERNAL AUDIT IN QUALITY AND PERFORMANCE OF THE TERMS OF THE ECONOMIC CRISIS

Ivana Zubac, CONTEMPORARY FINANCIAL REPORTING OF A HOTEL COMPANY

WORKING SESSIONS

Friday, 11 November 2011

Session 5

Entrepreneurship, Innovation and Competitiveness
Management in the Age of Change

13:00 – 17:00

Room 8

Moderator

Maja Lamza-Maronić, Vaso Arsenović, Zdenko Klepić

Vaso Arsenović, CONCEPTUAL FRAMEWORK FOR THE CORPORATE STRATEGY FORMULATION

Dražen Barković, Vedran Lovrinčević, IMPLEMENTING 7S / 4C MODELS AND SWOT ANALYSIS IN STRATEGIC PLANS (OSIJEK-BARANJA CASE STUDY)

Anela Čolak, Nikola Papac, Josipa Grbavac, INSURANCE INDUSTRY IN BOSNIA AND HERZEGOVINA – CHALLENGES IN SUPERVISION

Zdenko Klepić, Jozo Bejić, Zijad Džafić, THE INFLUENCE OF SMALL AND MEDIUM ENTERPRISES ON INCREASE OF EMPLOYMENT IN BOSNIA AND HERZEGOVINA

Zdenko Klepić, Lana Džidić, Marko Markić, MANAGERIAL COMPENSATION IN ENTERPRISES IN FEDERATION OF BOSNIA AND HERZEGOVINA

Safet Kurtović, Veldin Ovčina, APPLICATION OF DERIVATIVE INSTRUMENTS IN REAL ESTATE RISK MANAGEMENT

Maja Lamza-Maronić, Jerko Glavaš, Zdenka Barišić, HUMAN RESOURCE MANAGEMENT – DETERMINANT OF STRATEGIC DEVELOPMENT (EXAMPLE: EASTERN CROATIA)

Lidija Lesko Bošnjak, Zdenko Klepić, Mirela Mabić, CHARACTERISTICS OF ORGANIZATION AND CHANGE MANAGEMENT

Maja Letica, RESEARCH ON OUTSOURCING AND PERFORMANCE RELATIONSHIP: CURRENT LITERATURE AND FUTURE OPPORTUNITIES

Katerina Malić Bandur, COMPARISON OF INDICATORS OF COMPETITIVENESS BY QUALITY MANAGEMENT SYSTEM

Ivan Peronja, PROCESS RESTRUCTURING OF INSURANCE COMPANIES IN SOUTH-EASTERN EUROPE - TRIGLAV INSURANCE CASE STUDY

Blaženka Prskalo, OBSTACLES IN ENTREPRENEURSHIP AND SMEs DEVELOPMENT IN BOSNIA AND HERZEGOVINA

Hrvoje Šimović, Tomislav Ćorić, Davor Zoričić, ECONOMIC CRISIS IN A SMALL TRANSITION ECONOMY: MONETARY AND FISCAL REACTIONS IN CROATIA

Sanvila Vuk, HUMAN RESOURCE DEVELOPMENT IN ACHIEVING OF ORGANIZATIONAL GOALS

WORKING SESSIONS



Sightseeing of Mostar 11th November 2011, in the late afternoon

Mostar is a cultural and economic center of Herzegovina, a city on a crossroads of different cultures and religions from the East and West that have left their mark on the architecture, lifestyle and customs.

Panoramic tour by bus will provide you with a perfect view of the city and the Old Bridge.

The visit of the Old Town from the 15th century, a Turkish house from the 17th century (Bišćević house) and one of the mosques (Karađoz-bey's, Koski-Mehmed Pasha Mosque) in the old part will take you back to the ancient times of the city.



Herzegovinian tour and wine tasting

12th November 2011 from 12 pm

(optional and not included in the registration fee)



Herzegovina with its sub-Mediterranean and Mediterranean climate is a region where Mediterranean fruits and vegetables such as grapes, figs, pomegranates, olives, herbs, etc. grow, and because of this it is called California of Bosnia and Herzegovina. Precisely, because of this mild climate, Herzegovina is the only and the major producer of grapes and wine in Bosnia and Herzegovina. Two autochthonous varieties, Žilavka and Blatina, have found its place here since a long time, and give the yield and quality as nowhere else.

A half-day tour through Herzegovina will enable you to meet and to enjoy the richness of nature, culture and local flavors of the Herzegovina region.

The first destination after leaving Mostar is Blagaj, with the Europe's largest karst source - the source of the river Buna. The dervish house or tekija will delight you with its combination of nature and culture.

Some 30 km to the south is Počitelj, the medieval town-museum, a town on the caravan road from the Ottoman period.

The last destination on the Herzegovinian tour is the most famous and the most visited Marian sanctuary in Međugorje.

Wine tasting: tour of the vineyards, visit to a wine cellar, a brief history of winegrowing and the production of the two famous Herzegovinian wines, Žilavka and Blatina, tasting of wines, different brandies and cheese.

