



INTERNATIONAL ACADEMIC INSTITUTE

Draft Program

Belgrade International Academic Conference

**Education and Social Sciences
Business and Economics**

**Belgrade Business and Arts Academy of Applied Studies
Belgrade, Serbia
24 October 2022**

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Conference Venue:

Belgrade Business and Arts Academy of Applied Studies
Kraljice Marije 73
Belgrade, Serbia

Contact Person:

Mrs. Milena Apostolovska-Stepanoska, IAI Vice President

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Your Presentation

Please bring your presentation on a USB flash drive.

The presentation room will be equipped with a laptop and data projector for PowerPoint presentations.

Your presentation should be no longer than 15 minutes.

10.45 Registration of participants (Zoom link will be sent for online participants)

Time Zone: Central European Time (GMT +1)

11.00- 11.05 Welcome and Opening Remarks

Associate Prof. Milena Apostolovska-Stepanoska, IAI President

11.05- 11.20 Keynote speaker

Prof. Snezana Lekic, Belgrade Business and Arts Academy of Applied Studies

THE INFLUENCE OF KEY DETERMINANTS OF TEAM WORK ON BUSINESS SUCCESS OF THE BANKING SECTOR OF THE REPUBLIC OF SERBIA

11.20- 12.45 Panel 1 Moderator: Associate Prof. Milena Apostolovska-Stepanoska, IAI President

THE IMPORTANCE AND ROLE OF ACCOUNTING AND FINANCING IN THE APPLICATION OF THE CIRCULAR ECONOMY IN COMPANIES

Tijana Milanović¹, Zdravka Petković², Ivana Vujanić³

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² *Department of Finances, accounting and banking, Belgrade Academy of Business and Art Vocational Studies, Serbia*

A UNIQUE EUROPEAN GOVERNANCE STRUCTURE -OFFICE OF HIGH REPRESENTATIVE IN BOSNIA AND HERZEGOVINA: BASIS OF ITS LEGITIMACY AND CONTROVERSIAL ACCOUNTABILITY

Biljana Gutic-Bjelica

PhD Student, Corvinus University of Budapest, Doctoral School of International Relations and Political Science

DIGITAL PORTFOLIO APPLICATION IN A BLENDED BUSINESS ENGLISH COURSE: A GOOD PRACTICE EXAMPLE

Sanda Katavić-Čaušić

Department of Interdisciplinary Studies, Faculty of Economics in Osijek, Croatia

FORENSIC ACCOUNTING ASPECT OF THE FIGHT AGAINST CORRUPTION

prof. dr Zvezdan Đurić¹, dr Dragan Cvetković², dr Olivera Đurić³

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³ *Toplička akademija strukovnih studija, Prokuplje*

DIGITALISATION AND THE COMPANY'S COMPETITIVE ADVANTAGE

Ing. Alena Bašová, PhD

Department of Finance, Faculty of National Economy, University of Economics

BEHAVIOR AND KNOWLEDGE ABOUT DENTAL CARE IN TEENAGERS IN NAKHON RATCHASIMA

Natthanicha Phosri¹, Piyalada Sonroi², Palida Khosabordee³

^{1*} *Science and Math Program of Suranaree School, Thailand*

² *Science and Math Program, of Sarasas Witaed Nakhonratchasima School, Thailand*

³ *Science and Math Program of BeaconhouseYamsaard Huahin, Thailand*

THE MEDIATING ROLE OF EMPLOYEE MOTIVATION IN THE EFFECT OF PATERNALISTIC LEADERSHIP ON ORGANIZATIONAL CREATIVITY

İzlem Gözükarar^{1*}, Nurdan Çolakoğlu², Zeynep Hatipoğlu³

^{1,2,3} *Istanbul Arel University*

13.00- 14.30 Panel 2 Moderator: Associate Prof. Milena Apostolovska-Stepanoska, IAI President

THE IMPORTANCE OF ECONOMIC DEVELOPMENT IN ACHIEVING SUSTAINABLE DEVELOPMENT

Dejan Obučinski¹, Miodrag Paspalj¹, Svetlana Ignjatijević²

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² *University Business Academy in Novi Sad, Faculty of Economics and Engineering Management in Novi Sad, Republic of Serbia*

PUBLIC KEY INFRASTRUCTURE AND METHODS OF E-MAIL PROTECTION

Nikola Samardžić¹, Nemanja Deretić², Emilija Samardžić³

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ENVIRONMENT AS AN INDICATOR FOR HEALTHCARE MANAGEMENT TRANSFORMATION

Gordi Radulović^{1*}, Gorjan Radulović¹, Jovana Radulović²

¹ *Singidunum University, Faculty of Health and Business Studies, Republic of Serbia*

² *Belgrade Business and Arts Academy of Applied Studies, Republic of Serbia*

THE NEED FOR BUDGET CONTROL

Gordana Stojmenović¹, Tatjana Mrvić²

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DESIGNING A SYSTEM FOR ELECTRONIC MANAGEMENT OF BUSINESS PROCESSES IN A NETWORK ENVIRONMENT USING MODERN QUANTITATIVE METHODS

Zvezdan Đurić¹, Gordana Prlinčević²

¹ *BAPUSS Beograd*

² *Toplica Academy Professional Studies - Department of Business Studies Blace, Serbia*

14.45- 15.45 Panel 3

Moderator: Associate Prof. Milena Apostolovska-Stepanoska, IAI President

GREEN MARKETING AS PART OF CORPORATE STRATEGY IN GAINING A COMPETITIVE EDGE

Maja Đurica¹, Nina Đurica², Slavica Dabetić³

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CONSUMER MENTALITY AS A FACTOR IN THE DEVELOPMENT OF ENVIRONMENTAL AWARENESS

Соња Милојевић¹, Анђела Микић², Милош Милојевић³

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DEVELOPMENT OF CRYPTOCURRENCY

Suzana Marković¹, Jasmina Novaković²

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APPLICATION OF FIBONACCI SEQUENCE IN MAKING INVESTMENT DECISIONS ON THE STOCK EXCHANGE

Borjana B. Mirjanić^{1*}, Dušica Z. Karić²

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