

Conference review

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CONTEMPORARY ISSUES IN ECONOMICS, BUSINESS AND MANAGEMENT - EBM 2016

November 9-10, 2016, Faculty of Economics - University of Kragujevac, the Republic of Serbia

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The Fourth International Scientific Conference entitled *Contemporary Issues in Economics, Business and Management - EBM 2016* took place at the Faculty of Economics in Kragujevac on 9th and 10th November 2016. The conference has been held biennially since 2010 and was dedicated to contemporary issues in management and economics. As the previous one, this fourth consecutive conference represented an opportunity to reinforce the old and establish new connections, exchange experiences and discuss the research results achieved in the past period. This year, in parallel with the EBM 2016 conference, there was also the four-party conference entitled The 14th Polish-Italian-Ukrainian-Serbian Scientific Symposium: Contemporary Challenges in Economics, Business and Management, which is the result of many years of cooperation between the Faculty of Economics, University of Kragujevac, and the following faculties: the Faculty of Economics, the University of Messina, Italy, the Cracow University of Economics from Poland and the Kiev National University of Trade and Economics from Ukraine. After this year's meeting,

cooperation between these faculties is expected to be further strengthened and enriched with new contents. In addition to the participants from Poland, Ukraine and Italy, the conference was also attended by the participants from Slovenia, Russia, Slovakia and Macedonia, as well as a large number of researchers from the universities of the Republic of Serbia.

Scientific cooperation through conferences of this type is important for several reasons. In the daily changing modern world, we are faced with many challenges imposing the necessity of reshaping business and management strategies, as well as the ways of leading organizations and the overall economic policy. Managers and economists bear an enormous responsibility for the development of the economy and society as a whole, and researchers and scholars in this area have an even greater responsibility on their part since they are expected to offer new purposeful and efficient solutions and guidelines for the development of enterprises and sustainable economic growth. The Conference was an opportunity for researchers to attempt to contribute to solving the current problems of economics and management, as well as launch the new issues that will be the subject matters to consideration and resolution in the days ahead. In this context, the participants presented the

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papers within several areas: management, applied informatics and quantitative methods in economics and management, organizational behavior, human resources management, accounting, corporate social responsibility, marketing, business process management, entrepreneurship, regional development, finance, banking and public sector management.

In the plenary session, a key note speech was given by Matjaz Mulej, a Professor Emeritus of the Faculty of Economics in Maribor, Slovenia, and was dedicated to the importance of the corporate social responsibility of modern organizations and indicated that social responsibility is one of the most important preconditions for the sustainable economic development of any economy. Anna Duginets from the Kiev National University of Trade and Economics, Ukraine, gave a key note speech about the institutional analysis of the production networks, whereas Daniela Rupo from the Faculty of Economics, University of Messina, Italy, gave a key note speech on the strategic link between intellectual capital and open innovation.

After the plenary session, more than 80 authors presented over 40 papers within the 4 parallel sessions: Key Issues in Management and Marketing, Globalization and Regionalization, Accounting and Business Finance, Applied Informatics and Quantitative Methods in Economics and Management.

The papers presented in the four-party conference are related to the significance of the employer brand in the employment of college and university graduates, the shadow economy in foreign trade, university education in the era of modern challenges, the business process mapping for improving the e-supply chain performance, the network paradigm in management science, the opinion mining framework and its implementation, the importance of franchise networks in economy and logistics management.

In the concluding remarks, the majority of the participants assessed the discussions as creative, constructive and meaningful, with the expectation that these Proceedings would be beneficial to both the academic and a wider professional public and that they would be a good basis for a new scientific research.

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