



**INTERNATIONAL
SCIENTIFIC
CONFERENCE**

ebm 2014

**CONTEMPORARY ISSUES IN
ECONOMICS, BUSINESS
AND MANAGEMENT**

**Edited by
Gordana Radosavljević**



**FACULTY OF ECONOMICS
UNIVERSITY OF KRAGUJEVAC**

3rd International Scientific Conference

**CONTEMPORARY ISSUES IN
ECONOMICS, BUSINESS
AND MANAGEMENT – EBM 2014
Conference Proceedings**

**Edited by
Gordana Radosavljević**

**FACULTY OF ECONOMICS
UNIVERSITY OF KRAGUJEVAC
Kragujevac, 2015**

Publisher

Faculty of Economics University of Kragujevac

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Computer Support

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Printed by InterPrint, Kragujevac

ISBN: 978-86-6091-049-5

FOREWORD

The Proceedings represent the outcome of the Third International Scientific Conference on *Contemporary Issues in Economics, Business and Management (EBM 2014)*. The Proceedings include the results of scientific research in the fields of economics and management which refer to current changes in the environment, such as globalization process, economic crisis, increased competition, growth of technology, and the like. Globalization of the world economy is a complex process which primarily means changing the way in which economic activities are being organised. Nowadays, the activities are even more global-market-oriented. Companies that tend to achieve successful competitive position in a global market are compelled to apply modern methods and techniques of management, such as integrated management systems, corporate social responsibility, relationship marketing etc. Information and knowledge are the new base for business, present in all areas of production, services and public administration. Modern business also implies the need for respecting social interests. On that note, the Conference provided researchers from the country and abroad with an opportunity to exchange knowledge and experiences on contemporary issues in various fields of economics, management, marketing and e-business.

This book represents Conference Proceedings and consists of four parts. The first part *Key Issues in Management and Marketing* contains papers that refer to analysis of key aspects of competitiveness, perspective of organization, relationship marketing, strategy implications of innovation, value based management, corporate social responsibility, development of human resource management etc. The second part *Globalization and Regionalization* includes papers relating to key segments of globalization: the impact of globalization on national economies, the effects of the global economic crisis, monetary system in terms of economic integration, foreign capital in national banking systems, globalization and competition etc. The focus of the third part *Applied Informatics and Quantitative Methods in Economics and Management* is discussion about impact of ICT on quality improvement, role of ICT in ageing societies, barriers to adoption of e-commerce, risk management and information system security etc. The fourth part *Accounting and Business Finance* includes papers relating to the implementation of international standards, the financial reporting standards, efficiency of banking sector, aspects of financial security etc.

All papers have been reviewed and I hope that all suggestions and recommendations made in the papers will have a positive impact on improving economic knowledge of stakeholders and thus be a good base for further research.

Editor
Gordana Radosavljević

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