



# Sinteza

Singidunum University International Scientific Conference  
Impact of Internet on Business Activities  
in Serbia and Worldwide

Međunarodna naučna konferencija Univerziteta Singidunum

Uticaj Interneta na poslovanje  
u Srbiji i svetu

**25.-26.04.2014.**

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Dear Colleagues,

The first international scientific conference SINTEZA 2014 was organized under auspices of Singidunum University in Belgrade with the aim to consider the impact that Internet technologies and latest innovations have on various forms of doing business.

The development of Internet technologies has led to irreversible social and economic changes in the entire world, including our country. The Internet, as a global multimedia communication resource, has enabled businesses to surpass geographical limitations and solve the issue of connecting remote organizations. It has also facilitated communication between computers of varying complexity and enabled direct connection between the organizations that do business together, as well as with consumers. This has resulted in mass adoption of electronic business at the global level. Web services, multimedia content, mobile technologies, wireless systems, including the security concepts on the Internet which reduce operational risk, have led to an increase in the volume of transactions and decrease in the overall costs. This impact is visible in various sectors including financial institutions, accounting, auditing, insurance, tourism and hotel industry, human resource management, manufacturing, sport and education.

As regards statistical data, there were 205 papers presented at SINTEZA 2014 conference, grouped into 8 thematic fields. Out of the total number of papers, 12 were listed as invited papers whereas student papers were presented within a special section. Our scientific committee comprised 25 reputable professors from 15 different countries. Within the two workshops, lectures were given by eminent experts from 15 international companies. Considerable number of participants and submitted scientific papers, as well as their quality and scientific contribution, indicate that SINTEZA conference has been well-accepted and highly- valued within the academic community in Serbia and abroad.

Esteemed readers, on behalf of the scientific and organizing committee of SINTEZA 2014 conference, I would like to invite you to keep track of all relevant information posted on the official SINTEZA website in the upcoming period. It would be our great pleasure and honour to see you again at Singidunum University next year, with a new topic and original scientific papers.

Belgrade,  
May, 2014.

Sincerely,

Prof. Milovan Stanisic, PhD  
Rector of Singidunum University





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