

The International Science Conference SER 2018

April 27th – 28th, 2018
Igalo (Herceg Novi), Montenegro

"NEW TRENDS AND BEST PRACTICES IN SOCIOECONOMIC RESEARCH"



Conference program

Organized by:

**Economic Laboratory for Transition Research,
Podgorica, Montenegro**

**Adriatic University Bar,
Faculty for Mediterranean Business Studies
Tivat, Montenegro**

**Center for Sociological Research
Szczecin, Poland**

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PROGRAM

DAY ONE:

Thursday 26th April 2018

14:00-15:00	REGISTRATION of the participants
15:00-15:30	<p>OPENING THE CONFERENCE (Amphitheater of the Institute Igalo) <i>Stevo Nikic</i>, Professor, Rector of the University of of Adriatic Bar, Montenegro <i>Radislav Jovovic</i>, Professor, Rector of the University of Mediterranean Podgorica, Montenegro</p>
<p>PLENARY SESSION : Introductory Papers – Keynote Speeches Head: Yuriy Bilan, Associate Professor</p>	
15:30-16:00	<p>SCIENCEMETRICS AND HYPERPUBLISHING: THE OTHER SIDE OF THE COIN <u>Keynote Speaker</u> : <i>Radovan Stojanovic</i>, Professor University of Montenegro; Montenegrin Association for New Technologies, Chair of the MECO and ECYPS Conferences</p>
16:30-17:00	<p>TRANSPARENCY’S PRINCIPLES AND BEST PRACTICE IN SCHOLARLY PUBLISHING <u>Keynote Speaker</u> : <i>Yuriy Bilan</i>, Associate Professor, Poland University of Szczecin, Faculty of Economics Science and Management, Microeconomics Department, Poland</p>
17:30-18:00	<p>ENVIRONMENT AND PROBLEMS OF PUBLICATION IN ECONOMIC JOURNALS FOUND IN THE LEADING DATABASES OF THOMSON REUTERS AND SCOPUS <u>Keynote Speaker</u> : Academician <i>Veselin Draskovic</i>, Professor University of Montenegro, Maritime Faculty Kotor, Montenegro</p>
18:00-18:30	<p>METHOD IN ECONOMICS AND BUSINESS <u>Keynote Speaker</u> : <i>Radislav Jovovic</i>, Professor Rector of the Mediterranean University Podgorica, Montenegro</p>

DAY TWO:

Friday 27th April 2018

<p>PLENARY SESSION – EXTENSION : Introductory Papers - Keynote Speeches Head: <i>Sanja Bauk</i>, Associate Professor</p>	
10:00-10:30	<p>THE PERSPECTIVES OF HIGH EDUCATION IN THE CONTEXT OF MULTIMEDIA CULTURE <u>Keynote Speaker</u> : <i>Stevo Nikic</i>, Professor Rector of the University of of Adriatic Bar, Montenegro <i>Ivana Becagol</i>, MSc Faculty for Metiterranean Business Studies Tivat, Montenegro</p>
10:30-11:00	<p>PROMOTION SCHEMES FOR RENOVATION OF MULTI-FLAT BUILDINGS <u>Keynote Speaker</u> : <i>Dalia Stremikiene</i>, Professor Lithuanian energy institute, Kaunas, Lithuania</p>
11:00-11:30	<p>PROBLEMS OF DIGITAL TRANSFORMATION IN HIGHER EDUCATION IN RUSSIA BUILDINGS <u>Keynote Speaker</u> : <i>Svetlana Akhmetova</i>, Professor & <i>Larisa Nevskaya</i>, PhD, Docent Faculty of Humanities, Perm National Research Polytechnic University, Perm, Russia</p>
11:30-12:00	<p>WE NEED A NEW MODEL OF THE STAKEHOLDER CONCEPT A KEY PRECONDITION IN THE FUNCTION OF IMPROVING THE PROCESS OF CORPORATE GOVERNANCE <u>Keynote Speaker</u> : <i>Andjelko Lojur</i>, Professor University of Montenegro, Faculty of Economics Podgorica, Montenegro <i>Anja A. Lojpur</i>, MSc, Central Bank of Monenegro, Montenegro</p>
12:30-13:00	<p>SUCCESS VERSUS BARRIERS IN PUBLISHING RESEARCH PAPERS <u>Keynote Speaker</u> : <i>Sanja Bauk</i>, Professor University of Montenegro, Maritime faculty Kotor, Montenegro</p>

13:30 - 14:00	<p>THE IMPACT OF BUDGET TRANSPARENCY IN SOCIO-ECONOMIC AND POLITICAL DEVELOPMENT AND STATE SECURITY: INTERNATIONAL ISSUES</p> <p><u>Keynote Speaker</u> : <i>Serhiy Lyeonov</i>, Professor, <i>Tetiana Vasylieva</i>, Professor <i>Nataliia Vynnychenko</i>, Associate Professor, Sumy State University, Sumy, Ukraine</p>
14:00 -15:00	Lunch
<p>SESSION 1 :</p> <p>Amphitheater of the Institute Igalo</p> <p>Head : <i>Tetiana Vasylieva</i>, Professor</p>	
15:00 - 15:10	<p>METHODOLOGICAL PROBLEMS WITH PUBLICATION AND MONITORING OF SCIENTIFIC ARTICLES IN JOURNALS THAT PREFER INDEXING IN REFERENCE DATABASES</p> <p>Academician <i>Slavo Kukic</i>, Professor University of Mostar, Faculty of Economics, Bosnia and Herzegovina</p>
15:10 - 15:20	<p>THE ANALYSIS OF SOCIAL MEDIA WITH A FOCUS ON SMEs</p> <p><i>Svitlana Plotnytska</i>, Professor Department of Management and Administration, O. M. Beketov National University of Urban Economy in Kharkiv; Kharkiv, Ukraine</p>
15:20 - 15:30	<p>SOCIO-ECONOMIC INTERCONNECTIONS IN THE LIFELONG LEARNING SYSTEM EXPENSES OPTIMIZATION MODEL: CROSS COUNTRY ANALYSIS</p> <p><i>Tetiana Vasylieva</i>, Professor, <i>Serhiy Lyeonov</i>, Professor & <i>Anna Vorontsova</i>, Researcher Sumy State University, Sumy, Ukraine</p>
10:30 - 10:40	<p>THE INFLUENCE OF COUNTRY IMAGE ON MACROECONOMIC STABILITY</p> <p><i>Tetyana Pimonenko</i>, Associate Professor, <i>Oleksii Lyulyov</i>, Associate Professor <i>Yuliia Shkodkina</i>, Associate Professor Sumy State University, Sumy, Ukraine</p>
15:40 - 15:50	<p>BLOCKCHAIN TECHNOLOGY PLATFORM IN CHANGING THE FINANCIAL SECTOR</p> <p><i>Dusko Knezevic</i>, Associate professor Mediterranean University Podgorica, Montenegro; University Union Belgrade, Serbia</p>
15:50 - 16:00	<p>RELATIONSHIPS CHANGES IN RENEWABLE ENERGY AND MACROECONOMIC STABILITY: COMPARISON BETWEEN DEVELOPED AND LESS-DEVELOPED COUNTRIES</p> <p><i>Oleksii Lyulyov</i>, Associate Professor, <i>Anatolii Pavlyk</i>, PhD student & <i>Yuliia Shkodkina</i>, Associate Professor Sumy State University, Sumy, Ukraine</p>
16:10 - 16:20	<p>PRACTICE-ORIENTED PREPARATION OF FUTURE PROFESSIONALS</p> <p><i>Larisa Nevskaya</i>, PhD, Docent & <i>Svetlana Akhmetova</i>, Professor Faculty of Humanities, Perm National Research Polytechnic University, Perm, Russia</p>
16:20 - 16:30	<p>SOCIOECONOMIC APPROACH TO ACHIEVING SCHOOL EFFICIENCY: INITIAL RESULTS OF EMPIRICAL RESEARCH IN CROATIA</p> <p><i>Niksa Alfircic</i>, Professor University of Split, Faculty of Economics, Business and Tourism, Split, Croatia <i>Jurica Pavicic</i>, Professor University of Zagreb, Faculty of Economics and Business, Zagreb, Croatia</p>
16:30 - 16:40	<p>LIFE-LONG LEARNING OF THE CIVIL SERVANTS IN RUSSIA AND OTHER COUNTRIES</p> <p><i>Marina Ivanova</i>, Professor Department of Public and Territorial Administration, Saint Petersburg State University of Economics, Saint Petersburg, Russia <i>Tamara Selentyeva</i>, Graduate School of Economics and Engineering, Peter the Great Saint-Petersburg Polytechnic University, Saint Petersburg, Russia <i>Alexander Gorovoy</i>, Department of Entrepreneurship and Commerce, ITMO University, Saint Petersburg, Russia</p>
16:40 - 16:50	<p>BUSINESS EFFICACY INDICATORS ON THE CASE STUDY OF ACI MARINA SPLIT</p> <p><i>Jelena Žanic Mikulicic</i>, PhD student, <i>Tatjana Stanivuk</i>, Associate Professor & <i>Josip Fumic</i>, Mrs student University of Split, Faculty of Maritime Studies, Split, Croatia</p>

16:50 - 17:00	<p>THE INTEGRAL EVALUATION OF MACROECONOMIC STABILITY LEVEL BY THE COMPONENTS METHOD: EU EXPERIENCE FOR UKRAINE</p> <p><i>Liliia Liulova</i>, Associate Professor, <i>Oleksii Lyulyov</i>, Associate Professor & <i>Ihor Kobushko</i>, Professor Sumy State University, Sumy, Ukraine</p>
17:00 - 17:10	<p>IT INVESTMENT MANAGMENT FRAMEWORK USED IN LOGISTICS</p> <p><i>Borut Jereb</i>, Associate Professor University of Maribor, Faculty of Logistics Celje, Slovenia</p>
17:10 - 17:20	<p>METHODICAL APPROACH TO THE ASSESSMENT OF RISKS CONNECTED WITH THE LEGALIZATION OF THE PROCEEDS OF CRIME</p> <p><i>Nadiya Kostyuchenko</i>, Associate Professor, <i>Mykola Starinskiy</i>, Associate Professor <i>Inna Tiutiunyk</i>, Senior lecturer, <i>Iana Kobushko</i>, Senior lecturer Department of Management, Sumy State University, Sumy, Ukraine</p>
17:20 - 17:30	<p>ASSESSMENT OF FISCAL DECENTRALIZATION INFLUENCE ON SOCIAL AND ECONOMIC DEVELOPMENT</p> <p><i>Olena Chygryn</i>, Associate Professor, <i>Yuriy Petrushenko</i>, Professor <i>Alina Vysochyna</i>Senior Lecturer, <i>Anna Vorontsova</i>, Researcher Sumy State University, Sumy, Ukraine</p>
17:30 - 17:40	<p>RELATIONS BETWEEN ECONOMIC EFFECTS AND EFFICIENCY</p> <p><i>Mladen Ivic</i>, Associate Professor University of Business and Management Engineering Banja Luka, Bosnia and Herzegovina</p>
17:40 - 17:50	<p>PRIORITY DIRECTIONS OF THE STATE EDUCATIONAL POLICY OF THE RUSSIAN FEDERATION: PROBLEMS AND PROSPECTS</p> <p><i>Viktoriia Degtereva</i>, Associate Professor, <i>Dmitriy Rodionov</i>, Associate Professor Peter the Great St. Petersburg Polytechnic University St. Petersburg, Russian Federation</p>
17:50 - 18:00	<p>ENSURING THE ECONOMIC ATTRACTIVENESS OF BIOFUELS FOR VEHICLES</p> <p><i>Vitalii Nitsenko</i>, Associate Professor Odessa I.I.Mechnikov National University, Odessa, Ukraine</p>
18:00 - 18:10	<p>ORGANIC AGRIBUSINESS AS AN INCLUSIVE COMPONENT OF ECONOMIC SECURITY OF THE NATIONAL ECONOMY</p> <p><i>Vasyl Zalizko</i>, Professor Director of the International Innovation center, Ukraine <i>Kyanan Salaev</i>, PhD Student Taras Shevchenko National University of Kiev, Ukraine</p>
18:10 - 18:20	<p>ALTERNATIVE INSTITUTIONS AS A FACTOR OF ECONOMIC DEVELOPMENT</p> <p><i>Mimo Draskovic</i>, Associate Professor University of Montenegro, Maritime Faculty Kotor, Montenegro</p>
18:20 - 18:30	<p>THE INFLUENCE OF SCIENTIFIC RESEARCH COMMUNITY ON THE SELECTION OF ACCOUNTING PROFESSION-TRUTH OR MISLEAD?</p> <p><i>Ana Lalevic Filipovic</i> Associate professor University of Montenegro, Faculty of Economics, Montenegro</p>
18:30 - 18:40	<p>MULTICULTURALISM IN EUROPEAN CIVILISATION – AN ETHICAL DIMENSION</p> <p><i>Justyna Stecko</i>, Associate Professor Faculty of Management, Rzeszow University of Technology, Poland</p>
18:40 - 18:50	<p>VALUE-AT-RISK AS A WEATHER RISK MANAGEMENT INSTRUMENT</p> <p><i>Grzegorz Mentel</i>, Associate Professor Faculty of Management, Rzeszow University of Technology, Poland</p>
18:50 - 19:00	<p>MONTENEGRIN LIGHTHOUSES AS FUTURE DESTINATION ICONS</p> <p><i>Andjela Jaksic Stojanovic</i>, Assistant Professor University Mediterranean, Montenegro <i>Neven Seric</i>, Ph.D., Pofessor University of Split, Faculty of Economics, Croatia</p>

19:00 - 19:10	<p>NATIONAL SPECIFICITY OF CULTURE AND INSTITUTIONS AND THEIR RELEVANCE FOR TRANSITION RESEARCH</p> <p>Academician Bagrat Yerznkyan, Professor Laboratory of the Economic Reform Strategy, Central Economics and Mathematics Institute, Russian Academy of Sciences, Moscow, Russian Federation</p>
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19:10 - 23:00	Cocktail
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DAY THREE:	Saturday 28th April 2018
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<p>SESSION 2 :</p> <p>Amphitheater of the Institute Igalo Head: Vinko Nikic, Assistant Professor</p>	
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10:00 - 10:10	<p>SOCIAL ENTREPRENEURSHIP INSTITUTIONALIZING (PRIMOSKY KRAI, RUSSIAN FAR EAST CONTEXT)</p> <p>Valentina Zhohova, PhD, Docent & Darya Sokolova, PhD, Docent Far Eastern Federal University, School of Economics and Management, Vladivostok city, Russian Federation</p>
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10:10 - 10:20	<p>EFFICIENCY OF INNOVATION ACTIVITY FUNDING AS THE DRIVER OF THE STATE'S NATIONAL ECONOMIC SECURITY (CASE OF UKRAINE)</p> <p>Denys Smolennikov, Senior Lecturer, Liudmyla Zakharkina, Associate Professor, Iuliia Myroshnychenko, Associate Professor Svitlana Pokhylko, Associate Professor, Sumy State University, Sumy, Ukraine</p>
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10:20 - 10:30	<p>AN ANALYSIS OF THE SOCIO-ECONOMIC FACTORS AFFECTING INSIDER-TRADING</p> <p>Aneta Spajic, Associate Professor University of Montenegro, Faculty of Law, Podgorica, Montenegro</p>
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10:30 - 10:40	<p>MARKETING ANALYSIS OF SEAPORT REPOSITIONING: EXAMPLE FROM MONTENEGRO</p> <p>Senka Sekularac Ivosevic, Assistant Professor University of Montenegro, Maritime Faculty Kotor, Montenegro</p>
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10:40 - 10:50	<p>FREE ZONE AS AN EXEMPLARY MODEL OF ECONOMIC DEVELOPMENT OF MONTENEGRO</p> <p>Vinko Nikic, Assistant Professor, University of of Adriatic Bar, Faculty for Metiterranean Business Studies Tivat, Montenegro</p>
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10:50 - 11:00	<p>A PERSPECTIVE ON BRAND MEANING – CASE OF MONTENEGRO</p> <p>Marija Jankovic, Assistant Professor University Mediterranean, Faculty of Business Studies, Montenegro</p>
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11:00 - 11:10	<p>INSTITUTIONAL PLURALISM AND ECONOMIC DEVELOPMENT</p> <p>Milica Delibasic, Assistant Professor University of of Adriatic Bar, Faculty for Metiterranean Business Studies Tivat, University Mediterranean, Faculty of Business Studies, Montenegro</p>
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11:10 - 11:20	<p>HOW TO MAKE WESTERN BALKAN TIGERS?</p> <p>Drago Pupavac, Professor Polytechnic of Rijeka, Croatia Justin Pupavac, PhD student Faculty of Tourism and Hospitality Management, Opatija, Croatia</p>
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11:20 - 11:30	<p>THE RELATIONSHIP BETWEEN POLITICS AND ECONOMY IN THE FUNCTION OF BUILDING SOCIOCULTURAL CAPITAL</p> <p>Niksa Grgurevic, Assistant Professor Faculty of Management Herceg Novi; Adriatic University Bar, Montenegro</p>
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11:30 - 11:40	<p>IMPACT OF GLOBAL FACTORS ON SOCIAL AND ECONOMIC REFORM IN THE SOUTH EAST EUROPEAN COUNTRIES</p> <p>Radenko Scekcic, Assistant Professor University of Montenegro, Historical institute, Montenegro</p>
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11:40 - 11:50	<p style="text-align: center;">ANALYSIS OF ELECTRONIC BUSINESS APPLICATION IN NAUTICAL TOURISM IN THE CASE OF MONTENEGRO</p> <p style="text-align: center;"><i>Nikola Vukcevic</i>, Assitant Professor University of of Adriatic Bar, Faculty for Metiterranean Business Studies Tivat, Montenegro</p> <p style="text-align: center;"><i>Marko Nikic</i>, Assitant Professor University of of Adriatic Bar, University of of Adriatic Bar, Maritime Faculty Bar, Montenegro</p>
11:50 -12:30	Sweet, tea, coffee, seasonal fruits
<p>SESSION 3 : Amphitheater of the Institute Igalo Head: <i>Mimo Draskovic</i>, Associate Professor</p>	
12:30 - 12:40	<p style="text-align: center;">THE POTENTIAL OF HUMAN RESOURCES AS A CONDITION FOR THE DEVELOPMENT OF THE HOTEL INDUSTRY IN MONTENEGRO</p> <p style="text-align: center;"><i>Misko Radjenovic</i>, PhD University of Adriatic Bar, Faculty for Busines and Tourism Budva, Montenegro</p>
12:40 - 12:50	<p style="text-align: center;">DEVELOPMENT OUTLOOK OF THE NAUTICAL TOURISM IN MONTENEGRO</p> <p style="text-align: center;"><i>Zoran Kovacevic</i>, PhD student Institute Igalo Hereg Novi, Montenegro</p>
12:50 - 13:00	<p style="text-align: center;">SUSTAINABLE ENEGY FOR SUSTAINABLE AGRICULTURE</p> <p style="text-align: center;"><i>Justas Streimikis</i>, MSc Lithuanian Institute of Agrarian Economics, Vilnius, Lithuania</p>
13:00 - 13:10	<p style="text-align: center;">PRIORITY OF THE ANTI-CRISIS ECONOMIC POLICY BASED ON INSTITUTIONAL CHANGES – THE CASE OF THE BALKAN REGION</p> <p style="text-align: center;"><i>Jelena Stjepcevic</i>, PhD student University of Montenegro, Maritime Faculty of Kotor, Montenegro</p>
13:10 - 13:20	<p style="text-align: center;">THE CONCEPT OF CUSTOMER SATISFACTION IN THE FUNCTION OF CUSTOMER LOYALTY</p> <p style="text-align: center;"><i>Olivera B. Popović</i>, PhD student University of Montenegro, Faculty for Tourism and Hotel Management, Kotor, Montenegro</p>
13:20 - 13:30	<p style="text-align: center;">THE NEW DEVELOPMENT ECONOMIC AND INSTITTIONAL STRATEGY IN MONTENEGRO</p> <p style="text-align: center;"><i>Dragan Radovic</i>, PhD student University of Montenegro, Maritime Faculty Kotor, Montenegro</p>
13:30 - 15:00	Lunch
<p>SESSION 3 / EXTENSION Amphitheater of the Institute Igalo Head: <i>Senka Sekularac Ivosevic</i>, Assistant Professor</p>	
15:00 - 15:10	<p style="text-align: center;">THE INSTITUTIONAL EVOLUTION IN THE SEE COUNTRIES</p> <p style="text-align: center;"><i>Nebojsa Jovovic</i>, MSs University of Montenegro, Faculty of Economics Podgorica, Montenegro</p>
15:10 - 15:20	<p style="text-align: center;">THE LEGAL STATUS OF YACHTS IN NAUTICAL TOURISM</p> <p style="text-align: center;"><i>Milica Nikic</i>, MSc University of of Adriatic Bar, Maritime faculty Bar, Montenegro</p>
15:20 - 15:30	<p style="text-align: center;">PLURALISTIC INSTITUTIONAL CHANGE AS AN IMPERATIVE FOR SUSTAINABLE DEVELOPMENT OF STATE SOUTHEASTERN EUROPE</p> <p style="text-align: center;"><i>Miroslav Jovovic</i>, MSc student, University of Montenegro, Faculty of Economics Podgorica</p>
15:30 – 15:40	<p style="text-align: center;">GLOBAL MANAGEMENT OF THE STRATEGY IN A MODERN MARITIME TRANSPORT</p> <p style="text-align: center;"><i>Vladimir Perovic</i>, MSc student University of Montenegro, Maritime Faculty Kotor, Montenegro</p>
15:40 – 15:50	<p style="text-align: center;">POSSIBILITIES OF THE APPLICATION OF OUTSOURCING STRATEGY IN INTEGRATED MARKETING LOGISTICS OF SEAPORTS</p>

	<p style="text-align: center;"><i>Ivan Nikcevic</i>, MSc student University of Montenegro, Maritime Faculty Kotor, Montenegro</p>
15:50 – 16:00	<p style="text-align: center;">LOGISTICS STRATEGY EVOLUTION OF ADVANCED SEA PORTS <i>Milica Savić</i>, MSc student, University of Montenegro, Maritime Faculty Kotor, Montenegro</p>
16:00 - 16:10	<p style="text-align: center;">THE PSYCHOLOGICAL ASPECTS OF INVESTING IN THE TERMS OF UNCERTAINTY Kateryna A. Alekseieva, Assistant Professor Production and Investment management Department National University of Life and Environmental Sciences of Ukraine, Kyiv, Ukraine</p>
16:10 - 16:20	<p style="text-align: center;">CORPORATE SOCIAL RESPONSIBILITY OF FOOD INDUSTRY ENTERPRISES <i>Tetiana G. Mostenska</i> Associate Professor of the Department of production and investment management, National University of Life and Environmental Sciences of Ukraine, Kyiv, Ukraine Oleksandr Tur Lecture of department of management and marketing, Kyiv National Linguistic University, Kyiv, Ukraine</p>
16:30 –17:00	Coffee Break
17:00 -17:30	Conclusions of the Conference
18:00 -22:00	Gala Dinner