



BUSINESS AND TECHNICAL COLLEGE
OF APPLIED SCIENCES
U Ž I C E

FINAL PROGRAMME

of VIII International Scientific Conference

"SCIENCE AND HIGHER EDUCATION IN FUNCTION OF SUSTAINABLE DEVELOPMENT - SED 2015"

The welcome reception of guests will take place in the director's office and staffroom on **2nd October, 2015, from 10.00 – 10.30.**

| FIRST DAY - Friday, 2nd October 2015 | Time |
|---|-------------|
| College hall - Registration of conference participants | 09.00-11.00 |
| Amphitheatre 302 - Opening of the conference – welcome speeches | 11.00-11.30 |
| Break | 11.30-11.35 |
| Amphitheatre 302 – Plenary session | |
| Rob Davidson, PhD, MICE Knowledge, London, UNITED KINGDOM | |
| Polonca Trebše, PhD, Professor at the Faculty of Health Sciences, University of Ljubljana | |
| Radmila Drobnjak, PhD, Business and Technical College of Applied Sciences, Užice | 11.35–13.00 |
| Miloš Jovanović, PhD, Business and Technical College of Applied Sciences, Užice | |
| Staffroom and director's office – Gala cocktail | 13.00-14.00 |
| Paper sessions | 14.00-18.00 |
| For the detailed schedule of paper sessions, please click here . | |
| Gala dinner at the restaurant "Tabana". | 19.00 |
| SECOND DAY - Saturday, 3rd October 2015 | Time |
| The trip to the Ovčar-Kablar gorge where one of the monasteries will be visited. Lunch at the wellness center "Kablar". | 10.00-6.30 |

It is our great pleasure to invite you to participate in the conference. Best regards!

President of the Organizing Committee
Professor Nada Nedović, PhD
Acting Director of **BTC Užice**

SCIENTIFIC COMMITTEE

1. Milan Antonijević, PhD, full professor, School of Science, University of Greenwich, England (the United Kingdom)
2. Nebojša Kovačević, PhD, Director, Geotechnical Consulting Group, London (the United Kingdom)
3. Srećko Stopić, PhD, scientific engineer, IME Process Metallurgy and Metal Recycling, RWTH Aachen University (Germany)
4. Milivoje Kostić, PhD, full professor, Department of Mechanical Engineering, Northern Illinois University (USA)
5. Radovan Kovačević, PhD, full professor, Southern Methodist University, Dallas, TX (USA)
6. Zdenko Tkač, PhD, full professor, dean of the Faculty of Engineering, Slovak University of Agriculture, Nitra (Slovakia)
7. Hristo Hristov, PhD, full professor, vice-rector, Technical University of Gabrovo, Faculty of Mechanical Engineering, Gabrovo (Bulgaria)
8. Petar Kolev, PhD, full professor, VTU "Todor Kobleskov", Sofia (Bulgaria)
9. Mátyás Ando, PhD, full professor, Institute of Mechanical Engineering Technology, Szent István University, Budapest (Hungary)
10. Zoran Mitrović, PhD, researcher, University of the Western Cape (South Africa)
11. Radivoje Bratić, PhD, full professor, Faculty of Architecture and Civil Engineering, University of Banja Luka (the Serb Republic, Bosnia and Herzegovina)
12. Polonca Trebse, PhD, research associate, University of Ljubljana (Slovenia)
13. Vera Kovačević Vujčić, PhD, full professor, Faculty of Organizational Sciences, Belgrade University (Serbia)
14. Radivoje Mitrović, PhD, full professor, Faculty of Mechanical Engineering, Belgrade University (Serbia)
15. Ljubodrag Tanović, PhD, full professor, Faculty of Mechanical Engineering, Belgrade University (Serbia)
16. Aleksandar Obradović, PhD, full professor, Faculty of Mechanical Engineering, Belgrade University (Serbia)
17. Branimir Jovančičević, PhD, full professor, Dean of the Faculty of Chemistry, Belgrade University (Serbia)
18. Dragić Banković, PhD, full professor, Faculty of Science, University of Kragujevac (Serbia)
19. Boban Stojanović, PhD, docent, Faculty of Science, University of Kragujevac (Serbia)
20. Ratko Nikolić, PhD, full professor, corresponding member of the Academy of Engineering Sciences of Serbia, Faculty of Agriculture, University of Novi Sad, Higher Education Technical School of Professional Studies, Novi Sad (Serbia)
21. Nenad Šušić, PhD, research professor, Institute IMS Belgrade (Serbia)
22. Petar Bojović, PhD, associate professor, Faculty of Industrial Management, Kruševac (Serbia)
23. Miloš Jovanović, PhD, professor of vocational studies, Business and Technical College of Vocational Studies, Užice (Serbia)
24. Ljubica Diković, PhD, professor of vocational studies, Business and Technical College of Vocational Studies, Užice (Serbia)

25. Milutin Đuričić, PhD, professor of vocational studies, Business and Technical College of Vocational Studies, Užice (Serbia)
26. Dragoljub Drndarević, PhD, professor of vocational studies, Business and Technical College of Vocational Studies, Užice (Serbia)
27. Radmila Drobnyak, PhD, professor of vocational studies, Business and Technical College of Vocational Studies, Užice (Serbia)
28. Ljiljana Bujić-Trumbulović, PhD, professor of vocational studies, Business and Technical College of Vocational Studies, Užice (Serbia)
29. Aco Dogandzić, PhD, professor of vocational studies, Business and Technical College of Vocational Studies, Užice (Serbia)
30. Ivana Ćirović, PhD, professor of vocational studies, Business and Technical College of Vocational Studies, Užice (Serbia)
31. Nada Nedović, PhD, professor of vocational studies, Business and Technical College of Vocational Studies, Užice (Serbia)
32. Olivera Novitović, PhD, professor of vocational studies, Business and Technical College of Vocational Studies, Užice (Serbia)
33. Milan Martinović, PhD, professor of vocational studies, Business and Technical College of Vocational Studies, Užice (Serbia)
34. Damnjan Radosavljević, PhD, professor of vocational studies, Business and Technical College of Vocational Studies, Užice (Serbia)
35. Vesna Vasović, PhD, professor of vocational studies, Business and Technical College of Vocational Studies, Užice (Serbia)
36. Vidoje Milovanović, PhD, professor of vocational studies, Business and Technical College of Vocational Studies, Užice (Serbia)
37. Snežana Aksentijević, PhD, professor of vocational studies, Business and Technical College of Vocational Studies, Užice (Serbia)
38. Radmila Novakovic-Kostić, PhD, professor of vocational studies, Business and Technical College of Vocational Studies, Užice (Serbia)
39. Miloje Četković, PhD, professor of vocational studies, Business and Technical College of Vocational Studies, Užice (Serbia)
40. Zorica Sagić, PhD, professor of vocational studies, Business and Technical College of Vocational Studies, Užice (Serbia)
41. Milenko Pikula, PhD, professor of vocational studies, Business and Technical College of Vocational Studies, Užice (Serbia)
42. Radomir Zejak, PhD, full professor, University of Montenegro, Faculty of Civil Engineering, Podgorica (Montenegro)
43. Svetlana Terzić, PhD, professor of vocational studies, Business and Technical College of Vocational Studies, Užice (Serbia)
44. Slavoljub Vujović, PhD, professor of vocational studies, Business and Technical College of Vocational Studies, Užice (Serbia)
45. Vesna Marjanović, PhD, professor of vocational studies, Business and Technical College of Vocational Studies, Užice (Serbia)
46. Boško Furtula, PhD, professor of vocational studies, Business and Technical College of Vocational Studies, Užice (Serbia)
47. Michael Koniordos, PhD, Technological Educational Institute of Piraeus, Athens (Greek)
48. Ramona Suharoschi, PhD, University of Agricultural Sciences and Veterinary Medicine of Cluj-Napoca (Romania)
49. Sevastita Muste, PhD, University of Agricultural Sciences and Veterinary Medicine of Cluj-Napoca (Romania)
50. Simon Walker, PhD, full professor, School of Science, University of Greenwich, England (United Kindom)
51. Biočanin Rade, PhD, University of Travnik (Serb Republic, Bosnia and Herzegovina)

52. Constantinos Cantzos, PhD, Technological Educational Institute of Piraeus, Athens (Greek)
53. Marija Knežević, PhD, assistant professor, Dean of Faculty of Tourism and Hotel Management, University of Business Studies, Banja Luka (Serb Republic, Bosnia and Herzegovina)

ORGANIZING COMMITTEE

- **Nada Nedović, PhD** - president of the Organizing Committee
- **Slobodan Petrović, MSc** - vice-president of the Organizing Committee
- **Dragoljub Drndarević, PhD**
- **Radmila Drobnjak, PhD**
- **Milan Martinović, PhD**
- **Radmila Kostić-Novaković, PhD**
- **Boško Furtula, PhD**
- **Milutin Đuričić, PhD**
- **Vesna Marjanović, PhD**
- **Ljiljana Trumbulović-Bujić, PhD**
- **Nebojša Ivkovi, MSc**
- **Biljana Đuričić, MSc**
- **Nenad Milutinović, MSc**
- **Miroslav Drašković**
- **Predrag Popović**
- **Milisav Šuljagić**
- **Dragomir Petronijević**
- **Verica Mišević**
- **Dragana Knežević**

The Business and Technical College of Vocational Studies, Užice, wishes you a warm welcome to the 8th international conference entitled:

Science and higher education in function of sustainable development – SED 2015

The conference will gather the representatives of science, our country, society, economy, media, and others involved in the development of science and higher education through various activities, especially through the promotion of higher education in the Zlatibor district.

General topics

Bearing in mind that sustainable social and economic development requires contemporary knowledge, the conference will include scientific papers in eight programme areas:

Mechanical Engineering, Informatics and Mathematics, Civil Engineering, Environmental Protection, Management, Tourism, Economics and Students' Papers.

The aim of the conference is to highlight the role of science and higher education in achieving the sustainable development, to promote and popularize science, to improve the international scientific exchange and cooperation, as well as to strengthen the bonds between our educational institution and other institutions in our society.

We wish all the participants a successful conference and a pleasant stay in Užice and Serbia.

FINAL PROGRAMME

of the 8th International Scientific Conference
 "SCIENCE AND HIGHER EDUCATION IN FUNCTION OF
 SUSTAINABLE DEVELOPMENT– SED 2015"

FIRST DAY - Friday, 2nd October 2015

(09:00 - 11:00) First Floor Lobby – Registration of
 conference participants

(11:00 - 11:30) Amphitheatre 302 - Opening of
 conference– welcome speeches

(11:30 - 11:35) Room 301 - Break

(11:35 - 13:00) Amphitheatre 302 - PLENARY SESSION

| CHAIRMAN: | NADA NEDOVIĆ, PHD |
|--|---|
| VICE-CHAIRMEN: | ROB DAVIDSON, PHD MILUTIN ĐJURIČIĆ, PHD JELENA MARKIČEVIĆ, MSC |
| Author(s) | Title of the paper |
| Rob Davidson, PhD, MICE Knowledge, London, UNITED KINGDOM | BRANDING UZICE FOR TOURISM BY EXPLOITING THE CITY'S NIKOLA TESLA CONNECTION |
| Polonca Trebše, PhD, Professor at Faculty of Health Sciences, University of Ljubljana | REACTIONS OF SELECTED UV FILTERS UNDER DISINFECTION CONDITIONS – PRODUCTS IDENTIFICATION AND TOXICITY ASSESSMENT |
| Radmila Drobnjak, PhD*, Drobnjak M. Predrag**, Vesna Vasović, PhD* * Business and Technical College of Vocational Studies, Užice, ** College of Applied Studies in Engineering "Tehnikum Taurunum", Belgrade, | METHODS AND METHODOLOGY FOR RISK ASSESSMENT IN A WORKPLACE |
| Miloš Jovanović. PhD*, Nataša Jovanović, PhD** *Business and Technical College of Vocational Studies, Užice, Serbia, Miloš.jovanovic@vpts.edu.rs **Singidunum University, Belgrade, Serbia, natasajovanovic@sbb.rs | IMPLEMENTATION OF MARKETING CONCEPT IN INTERNATIONAL BUSINESS - A CASE STUDY OF COMPANIES IN WESTERN SERBIA |

(13:00 – 14:00) Room 301 – Gala cocktail

(14:00 -18:00) – Paper presentations

| (14:00) Room 318 - SESSIONS | | |
|---|--|---|
| Environmental Protection Civil Engineering | | |
| CHAIRMAN: | | OLIVERA NOVITOVIĆ, PhD |
| VICE-CHAIRMEN: | | Polonce Trebše, PhD, Radmila Drobnjak, PhD, Jelena Markičević, MSc |
| № | Author(s) | Title of the paper |
| 1. | Ivana M. Ćirović, PhD* , Ljiljana Petruševski, PhD ** , * Business and Technical College of Vocational Studies, Užice, Serbia, ** Faculty of Architecture, Belgrade, Serbia, | ANALOGICAL TRANSFER FROM NATURE TO ARCHITECTURE |
| 2. | Drndarević Filip* , Dejan Milivojević, MSc** *Fakultät für Architektur, Graz, Österreich, ** Business and Technical College of Vocational Studies, Užice, Serbia, | INTEGRATION VON NATUR UND NEUBAUTEN: DAS PROJEKT DER STUDENTENWOHNHEIM |
| 3. | Radmila Zotović, PhD Archaeological Institute, Belgrade, Serbia | JUPITER'S CULT ON THE AREA OF UŽICE AND SURROUNDING |
| 4. | Danijela Zlatković, PhD* , Jelena Zlatković** *College of technical Sciences, Niš, Serbia, **Faculty of Civil Engineering and Architecture, Niš, Serbia, | PASIVNE KUĆE I PRIMENA TROMBOVOG ZIDA |
| 5. | Jelena Markičević MSc* * Business and Technical College of Vocational Studies, Užice, Serbia, | THE INFLUENCE OF SAND CONTENT TO THE PHISICAL-MECHANICAL PROPERTIES OF EPS COMPOSITES |
| 6. | Irena Nikolić* , Radimir Zejak** , Vuk Radmilović*** , Velimir Radmilović**** *Faculty of Metallurgy and Technology, University of Montenegro, Podgorica, Montenegro, **Faculty of Civil Engineering, University of Montenegro, Podgorica, Montenegro ***Innovation Center, Faculty of Technology and Metallurgy University of Belgrade, Belgrade, Serbia ****Faculty of Metallurgy and Technology, University of Belgrade, Serbian Academy of Sciences and Arts, Belgrade, | EFFECT OF SUBSTITUTION OF FLY ASH WITH STEEL SLAG ON THE MECHANICAL PROPERTIES OF ALKALI ACTIVATED MORTARS |
| 7. | Stefan Denda , Jasna Stojanović , University of Belgrade, Faculty of Geography, Belgrade, SERBIA, | PROTECTION OF THE "SKADAR LAKE" NATIONAL PARK IN THE FUNCTION OF SUSTAINABLE DEVELOPMENT OF TOURISM |

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| 8. | <p>Kiurski Jelena, PhD *, Aksentijević Snežana, PhD**, Oros Ivana, MSc *, Kecić Vesna, MSc *</p> <p>* Faculty of Technical Sciences, University of Novi Sad, Novi Sad, SERBIA, ** Business and Technical College, Užice, SERBIA,</p> | <p>APPLICATION OF TWO-WAY ANOVA ON CARBON MONOXIDE EMISSION DURING PHOTOCOPIING PROCESS</p> |
| 9. | <p>Nada Jovičić, MSc *, Ljiljana Trumbulović , PhD**</p> <p>*Technical School, Užice, Serbia ** Business and Technical College of Vocational Studies, Užice, Serbia,</p> | <p>EFFECT OF MICROCLIMATE THE PERFORMANCE OF MAN</p> |
| 10. | <p>Sonja Ketin*, Mirjana Vojinović Miloradov*</p> <p>*Faculty of Technical Science, University of Novi Sad</p> | <p>THE TREATMENT OF HAZARDOUS WASTE-SOLIDIFICATION</p> |
| 11 | <p>Vlado Radić, PhD , Jovanka Popović, PhD, Nikola Radić</p> <p>Faculty of Business Economics and Entrepreneurship, Belgrade, Serbia,</p> | <p>SAFETY CULTURE AND MANAGEMENT</p> |
| 12. | <p>Vesna Marjanović, PhD *, Rada Petrović, PhD **</p> <p>* Business and Technical College of Vocational Studies, Užice, Serbia, **Faculty of Technology and Metallurgy, University of Belgrade, Serbia,</p> | <p>THE APPLICABILITY OF THE MODEL OF ADSORPTION ISOTHERMS TO DESCRIBE OF CR(VI) SORPTION ON ORGANOSILANE FUNCTIONALIZED SEPIOLITES</p> |
| 13. | <p>Aleksandar Novitović, MSc *, Olivera Novitović, PhD **, Dušan Leon-Čitić, MSc ***</p> <p>*Geograditelj, Belgrade, Serbia, **Business and Technical College of Vocational Studies, Užice, Serbia, ***Faculty of Organizational Sciences, Belgrade, Serbia,</p> | <p>PEER INSTRUCTION: THREE YEARS OF EXPERIENCE AND RESULTS</p> |
| 14. | <p>Vidoje Milovanović, PhD</p> <p>Business and Technical College of Vocational Studies, Užice, Serbia,</p> | <p>PREVENTIVE INSPECTION OF ELECTRICAL LOW VOLTAGE INSTALLATIONS WITH THERMOVISION CAMERA</p> |
| 15. | <p>Vesna Vasović, PhD *, Drobnjak Predrag **, Zorica Aćimović *</p> <p>*Business and Technical College of Vocational Studies, Užice, Serbia, **High Engineering School of Professional Studies "Tehnikum-Taurunum", Belgrade, Serbia,</p> | <p>SCIENCE AND RESEARCH PROCEDURE</p> |

| (14:00) Room 109 – Sessions | | |
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| Management Economics | | |
| CHAIRMAN: | | Milan Martinović, PhD |
| VICE-CHAIRMEN: | | Aco Dogandžić, PhD Biljana Đuričić, MSc, Aleksandar Stojanović, PhD |
| No | Author(s) | Title of the paper |
| 1. | Ana Aksentijević Jelić, PhD*, Miloš Jelić, PhD **, Miomir Stanković, PhD *** * The College of Design, Textile and Management - DTM, Belgrade, SER, ** ALFATEC R&D Centre, Niš, SERBIA, *** Faculty of Occupational Safety, Niš, Serbia | HUMAN RESOURCE MANAGEMENT APPROACH IN EXCELLENT ORGANIZATIONS |
| 2. | Zoran Katanić, MSc Singidunum, Belgrade, Serbia | DEFINITION OF EFFECTIVENESS AND MODERN CHALLENGES OF CRISIS MANAGEMENT |
| 3. | Zorica Lazić, MSc * , Dragiša Mičić, MSc ** *Užice, Serbia ** Business and Technical College of Vocational Studies, Užice, Serbia | STRATEGIJA I ORGANIZACIONI RAZVOJ SISTEMA TROŠKOVA KVALITETA |
| 4. | Aco Dogandžić, PhD Business and Technical College of Vocational Studies, Užice, Serbia, | THE TRAP OF GROUP |
| 5. | Anđela Mikić, PhD* , Dragoslav Jokić, PhD** *Belgrade Business School – Higher Education Institution of Applied Sciences, Belgrade **Business and Technical College of Vocational Studies, Užice, Serbia | THE INFLUENCE OF THE INFORMATION AND COMMUNICATION TECHNOLOGIES ON THE MODERN BUSSINESS |
| 6. | Ljubica Đurđević, BA Economics* Milan Martinović, PhD *Inmold Plast Ltd., Požega, Republic of Serbia, **Business and Technical College of Vocational Studies, Užice, Serbia | THE ROLE OF MANAGEMENT IN PLANNING HUMAN RESOURCES ACCORDING TO THE PRINCIPLE OF DUAL SYSTEM EDUCATION AS IN INMOLD PLAST LTD. POŽEGA |
| 7. | Milan Martinović, PhD* Slavoljub Vujović, PhD** Saša Martinović*** *Business and Technical College of Vocational Studies, Užice **Belgrade Business School-Higher Education Institution of Applied Sciences ***Societe Generale Serbia, Belgrade | ORGANIZATION OF THE HOTEL AS A FUNCTION MANAGEMENT |
| 8. | Milica Ilić, LL.B. spec.*. Ljubica Janjić Baduli, MSc** *Leskovac, Serbia, **Higher Business School of Leskovac, Serbia, | THE ROLE OF NOTARIES IN TEH EXCHANGE BUSINESS |
| 9. | Aleksandar Stojanović, PhD | EUROPE 2020 - ECONOMIC GROWTH |

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| | University of East Sarajevo, Faculty of Economics, Pale, BiH | BASED ON THE KNOWLEDGE AND INNOVATION |
| 10. | Tanja Spasić, MSc * , Marko Janačković, MSc * , *High Business School Leskovac, Leskovac, SERBIA, | MODERN INFORMATION TECHNOLOGIES IN TOURISM |
| 11 | Rajko Macura * , Slavoljub Vujović ,PhD** , Zoran Kalinić, PhD*** *College of Banja Luka, Banja Luka, BOSNIA&HERZEGOVINA: ** Business and Technical College of Vocational Studies, Užice, SERBIA. ***Independent University, Banja Luka, Bosnia and Herzegovina; | SOCIAL ENTREPRENEURSHIP IN FUNCTION OF SUSTAINABLE DEVELOPMENT |
| 12. | Đerđi Petković, PhD * , Biljana Đuričić , MSc ** * Faculty of Economics Subotica, University of Novi Sad, Subotica, Republic of Serbia, ** Business and Technical College Užice, Užice, Republic of Serbia, | FINANCING PRIVATE HIGHER EDUCATION INSTITUTIONS IN REPUBLIC OF SERBIA |

(14:00) Room 207 – Sessions**Informatics and Mathematics
Mechanical Engineering**

| CHAIRMAN: | | Dragoljub Drndarević, PhD |
|-----------------------|--|---|
| VICE-CHAIRMEN: | | Milovan Milivojević, MSc Slobodan Petrović, MSc |
| No | Author(s) | Title of the paper |
| 1. | Hana Stefanović, Svetlana Štrbac-Savić, Dejan Milić High School of Electrical Engineering and Computer Applied Studies | DETECTION OF STRAIGHT-LINE SEGMENTS IN DIGITAL IMAGE USING THE HOUGH TRANSFORM IN MATLAB |
| 2. | Borivoj Subotić, PhD* Ilija Subotić ** *Faculty of Business Studies and Law, Belgrade **Faculty of Mathematics, Belgrade | GRAFOVI TOMASENA, PETERSENA I HERŠELA - NJIHOVE ZAJEDNIČKE OSOBINE I RAZLIKE |
| 3. | Svetlana Štrbac-Savić, Ana Miletić, Hana Stefanović High School of Electrical Engineering and Computer Applied Studies, | THE ESTIMATION OF PI USING MONTE CARLO TECHNIQUE WITH INTERACTIVE ANIMATIONS |
| 4. | Stefan R. Panić PhD * , Milena J. Petrović PhD* , Nataša Z. Kontrec MSc ** , Vladimir D. Stefanović**, BSc * Faculty of Sciences and Mathematics ** Clinical Center of Niš, Serbia, | ACCELERATED PARAMETERS IN NONLINEAR UNCONSTRAINED OPTIMIZATION |

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| 5. | <p>Mikloš Pot, MSc*, Milovan Milivojević, MSc ** *Polytechnical Engineering College, Subotica ** Business and Technical College of Vocational Studies, Užice, SERBIA</p> | <p>TOMOGRAPHIC RECONSTRUCTION OF BINARY MATRICES USING TWO ORTHOGONAL PROJECTIONS</p> |
| 6. | <p>Diković Ljubica, PhD*, Stefanović Slobodan, PhD**, Ivković Nebojša, MSc *, Milivojević Milovan MSc * * Busienss and Technical College of Vocational Studies, Užice, SERBIA, **College of Applied Sciences, Vranje, SERBIA,</p> | <p>TEACHING AND INVESTIGATION STATISTICAL CORELLATION PROCESS</p> |
| 7. | <p>Др Светлана Терзич Высшая деловая-техническая школа Ужице, Србия,</p> | <p>ИСПОЛЬЗОВАНИЕ КОМПЬЮТЕРА НА УРОКАХ РУССКОГО ЯЗЫКА</p> |
| 8. | <p>Vojko Radomirović, PhD*, Vidoje Milovanović, PhD ** *Teacher-training Faculty, Užice, **** Business and Technical College Užice, Užice, Republic of Serbia,</p> | <p>MULTIMEDIA RESOURCES AND FACILITIES AND THEIR IMPACT ON PSYHOHYSICAL HEALTH OF THE INDIVIDUAL</p> |
| 9. | <p>Milovan Milivojević, MSc *, Đorđe Forst, BSc *, Mikloš Pot, MSc**, Ljubica Diković, PhD * * Business and Technical College Užice, Užice, Republic of Serbia, **Polytechnical Engineering College, Subotica, Serbia,</p> | <p>DEMO SOFTWARE FOR SIMPLE GENETIC ALGORITHMS</p> |
| 10. | <p>A.I. Bury1, PhD.*, N.T. Arlamova, PhD.*, A.M. Tomina *, M.Sc, Zhu Yang** *Dneprodzerzhynsk State Technical University, Dneprodzerzhynsk, Ukraine, **Northwestern Polytechnical University, Xi'an, China</p> | <p>INFLUENCE OF CARBON FIBERS TO PROPERTIES OF POLYETHERETHERKETONES</p> |
| 11. | <p>Gavilović Branislav, PhD *, Bundalo Zoran, PhD **, * Railway College, Belgrade, SERBIA, ** Railway College, Belgrade, SERBIA,</p> | <p>RESEARCHING THE INFLUENCE OF LOCOMOTIVES WITH DC TRACTION MOTORS AND DIODE RECTIFIERS ON POWER QUALITY IN THE SERBIEN RAILWAY</p> |
| 12. | <p>Lj. Milić *, D. Lazić *, Đ. Forst** **High technical school "Radoje Ljubičić", Užice, Serbia, **Technical and Business College, Užice, Serbia,</p> | <p>HERMITE AND BEZIER SPLINES IN MECHANICAL DRAWING AND CAD PACKAGES</p> |
| 13, | <p>Ljiljana Milić Technical school "Radoje Ljubicic", Užice, Republic of Serbia,</p> | <p>CONTEMPORARY TENDENCIES OF HIGH EDUCATION IN ENGINEERING</p> |
| 14. | <p>Damnjan Radosavljević, PhD, Dragomir Aćimović, MSc, Dragoljub Drndarević, PhD Business and Technical College of Vocational Studies, Užice, SERBIA</p> | <p>BASIC ELEMENTS FOR USE OF SOLAR ENERGY AND CHARACTERISTIC PROBLEMS (IN UŽICE CITY AND AT MT. ZLATIBOR)</p> |

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| 15. | Damnjan Radosavljević, PhD, Dragomir Aćimović, MSc, Slobodan Petrović, MSc Business and Technical College of Vocational Studies, Užice, SERBIA | PRESENTATION OF BASIC DESIGN PRINCIPLES OF THERMALHEATING SYSTEMS WITH BOILER ROOMS AND WITH RENEWABLE HEAT SOURCES IN THE CASE OF HOTEL BUILDING |
| 16. | Dragoljub Drndarević PhD, Milovan Milivojević, MSc Business and Technical College of Vocational Studies, Užice, SERBIA | TWO MODELS OF A POWDER METALLURGY PROCESS USING NEURAL NETWORKS |
| 17. | A.I. Burya, PhD * , N.T. Arlamova, PhD* , A.M. Tomina * , Zhu Yang MSc** *Dneprodzerzhynsk State Technical University, Dneprodzerzhynsk, Ukraine, **Northwestern Polytechnical University, Xi'an, China | INFLUENCE OF CARBON FIBERS TO PROPERTIES OF POLYETHERETHERKETONES |

2nd International Conference
" HIGHER EDUCATION IN FUNCTION OF DEVELOPMENT
OF TOURISM IN SERBIA AND WESTERN BALKANS"

14:00 – 18:00 – Paper presentations

(14:00) Room 205 - TOURISM SESSION 1

| CHAIRMAN: | | Michalis Koniordos, PhD |
|-----------------------|--|--|
| VICE-CHAIRMEN: | | Marija Mandarić, PhD, Rob Davidson, PhD, Nenad Milutinović, MSc |
| No | Author(s) | Title of the paper |
| 1. | Michalis Koniordos, George Skourtis, | SERBIAN TOURISM IN GREECE: AN ANALYSIS OF PUSH TRAVEL MOTIVATION |
| 2. | Marija Mandarić | CITY BRANDING, ICT AND CORPORATE SOCIAL RESPONSIBILITY: CASE "TELEKOM SERBIA - KRAGUJEVAC TALKING" |
| 3. | Mitar Lutovac, Milan M. Đuričić, Milutin R. Đuričić, Nenad I. Milutinović | ECOLOGY AND ECOLOGICAL PROBLEM – AN IMPORTANT ISSUE OF MAN'S ATTITUDE TOWARD THE WORLD |
| 4. | George Skourtis, Anna Chatzopoulou, Michalis Koniordos, | VALUE CO-DESTRUCTION PROCESS IN THE TOURISM INDUSTRY |
| 5. | Boris Michalík, PhD, Jaroslav Čukan, | DESTINATIONS IN SLOVAKIA WITH EMPHASIS ON ACTUAL TRENDS IN TOURISM |
| 6. | Lukrecija Đeri, Dragana Ilić, Predrag Stamenković, | ANALYSIS OF INTERNATIONAL TOURIST TRAFFIC AND THE IMPORTANCE OF SUSTAINABLE TOURISM DEVELOPMENT |
| 7. | Tamara Gajić, Aleksandra Vujko Nataša Papić- Blagojević | FORECASTING TOURIST ARRIVALS IN NOVI SAD BY USING THE ARIMA MODEL |
| 8. | Miodrag Komarčević, Maja Marković, Bogdan Marković, | TOURIST POTENTIAL AND SECURITY LANDSCAPE OF ZVORNIK-BIJELJINA REGION AS A TOURIST DESTINATION |
| 9. | Branko Stevanović, Slobodan M. Petrović | DEVELOPMENT OF WEB PORTAL OF TEMPUS PROJECT MHTSPS 544543 |

15:45-16:00 - Coffee Break

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| 10. | Rajko Macura, Slavoljub Vujović, Nenad Vujić | EFFECT OF ADVERTISEMENT ON THE PURCHASE OF CONSUMER GOODS USE OF BANKING SERVICES IN TOURIST DESTINATIONS |
| 11. | Đorđe Pavlović, Branko Gledović, | THE IMPACT OF ELECTRONIC MEDIA MESSAGES ON THE IDEA OF THE REALITY OF THE TOURISM |

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| 12. | Ljiljana Berezljev Bećir Kalač, Jokić Dragoslav, Čturić Simeun | SPECIFICS OF PROJECT MANAGEMENT IN THE FIELD OF TOURISM BUSINESSES |
| 13. | Ivana Marinković, Dragana Pešić | ENGLISH FOR SPECIFIC PURPOSES |
| 14. | Miodrag Komarčević, Maja Marković, Milovan Tadić | WAR TOURISM POTENTIAL IN B&H |
| 15. | Marija Perić, Slobodanka Marković Sanja Krsmanović, | PLACE OF TOURISM IN REGIONAL DEVELOPMENT OF THE MUNICIPALITY OF VALJEVO |
| 16. | Anđelina Marić, Demir Saćirović | SWOT ANALYSIS OF THE TOURISM POTENTIAL ON VLASINA LAKE |
| 17. | Irena Manojlović, | CHALLENGES AND OPPORTUNITIES FOR SUSTAINABLE TOURISM DEVELOPMENT IN THE AREA OF SPECIAL NATURE RESERVE DELIBLATO SANDS (VOJVODINA, SERBIA) |
| 18. | Kristina Spasić Žarko Rađenović | THE IMPACT OF TOURISM ON SERBIAN ECONOMIC DEVELOPMENT AND SOME FORMER YUGOSLAV REPUBLICS IN XXI CENTURY |
| 19. | Jelena Avakumovic, Julija Avakumovic, | IMPORTANCE OF MANAGEMENT OF INVENTORY IN BUSINESS FINANCE OF TOURIST DESTINATION |
| 20. | Dalibor Panić Nenad Milutinović, | IMPLEMENTATION OF THE ENTREPRENEURSHIP CONCEPT – STRATEGIC OBJECTIVE IN THE PROCESS OF AGRIBUSINESS DEVELOPMENT IN SERBIA |
| 21. | Dalibor Panić Nenad Milutinović, | INNOVATION IN FUNCTION OF INCRISING COMPETITIVENESS OF SMALL AND MEDIUM SIZED ENTREPRISES IN THE FOOD INDUSTRY |

(14:00) Room 317 - TOURISM SESSION 2

| CHAIRMAN: | | Miloš Jovanović, PhD |
|-----------------------|--|---|
| VICE-CHAIRMEN: | | Dragan Stojanović, PhD. Radmila Novaković-Kostić, PhD |
| No | Author(s) | Title of the paper |
| 1. | Milan Antonijević Milan M. Đuričić, Milutin R. Đuričić, | DEVELOPMENT OF ECO-TOURISM ITS IMPORTANCE, CHALLENGES AND STUDENTS PARTICIPATION IN EDUCATIONAL PROCESSES |
| 2. | Slobodan Nešković | BUSINESS ESPIONAGE AND INTELLECTUAL CAPITAL AS RELLEVANT ASPECT OF TOURISM INDUSTRY |
| 3. | Miloč Tucović Tatjana S. Vilcek Dimitrije M. Tucovć | USE INFORMATION TECHNOLOGY IN THE TOURISM INDUSTRY |
| 4. | Srećko Simović | ENERGY-EFFICIENT RENOVATION OF LIGHTING IN A MULTI-PURPOSE SCHOOL LECTURE ROOM |
| 5. | Srećko Simović Milan M. Đuričić Milutin R. Đuričić Nedeljko Tucović | INTEGRATED MANAGEMENT SYSTEM AND MARKETING IN TOURISM |

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| 6. | Mladen Bodiroža Stevan Petković | PERSPECTIVES OF DEVELOPMENT OF INTERNATIONAL TOURISM AND ITS IMPACT ON THE FORMATION OF DOMESTIC (NATIONAL) PRODUCT AND BALANCE OF PAYMENTS |
| 7. | Irina Kovačević Vujičić Slađana Nikitović Zorana | THE INFLUENCE OF TOURISM ON THE UNEMPLOYMENT IN THE REPUBLIC OF SERBIA |
| 8. | Miloš Jovanović, Slavko Lukić, Nenad Milutinović, | CREATION OF DESTINATION MARKET RESEARCH SYSTEM FOR THE NEEDS OF ECO-TOURISM DEVELOPMENT |
| 9. | Radmila Novaković -Kostić | ECOTOURISM OF THE DANUBE REGION |

15:30-15:45 - Coffee Break

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| 10. | Zorica Sagić, Ljiljana Trumbulović Bujić, Miloš Jovanović, | PUBLIC RELATIONS AND ITS USES IN THE TOURISM INDUSTRY |
| 11. | Nebojša Gijić, Ljubomir Miljković, Oliver Dimitrijević, | ECONOMIC IMPACTS OF TOURISM AND FLUCTUATING MARKET |
| 12. | Milan M. Đuričić, Ljiljana Maksimović- Rubežanović, Brankica Todorović | VIRTUAL BUSINESS SYSTEMS - GREAT OPPORTUNITY FOR EMPLOYMENT GRADUATES TOURISM |
| 13. | Zorica Sagić, Ljiljana Trumbulović Bujić, Miloš Jovanović, | TOURISM ADVERTISING |
| 14. | Nataša Jovanović, Miloš Jovanović, Nikola Jovanović | COMPARATIVE FINANCIAL ANALYSIS OF BUSINESS OPERATIONS OF HOTEL COMPANIES IN A SPA AND MOUNTAIN TOURISM CENTER OF THE REPUBLIC OF SERBIA |
| 15. | Milan Martinović Slavoljub Vujović | ROLE OF RECEPTION IN HOTEL |
| 16. | Marko Pavlović, Milan Đuričić, Ahmed Mumđić. | BASALT APPLICATION PROSPECTS FOR TOURISTIC FACILITIES FURNISHING |
| 17. | Sanja Obradović, | GEOHERMAL POTENTIAL OF THERMO-MINERAL WATERS IN THE BASIN OF DJETINJE AS THE POSSIBILITY OF HEALTH TOURISM |
| 18. | Maja Obradović | HYDROGEOLOGICAL RESEARCH FOR DEVELOPMENT OF WELLNESS AND SPA CENTAR IN THE TERRITORY OF THE OVČAR BANJA |
| 19. | Jovica Stefanović | TOURISM OF THE THESSALONIKI DISTRICT |
| 20. | Jovica Stefanović, Ljiljana Trumbulović | HEALTH TOURISM - SPECIAL HOSPITAL ČIGOTA |
| 21. | Zorka Jugović, Danijela Pecarski, Miodrag Pantelić | TOURISM IN ZLATIBOR, ETHNO VILLAGE SIROGOJNO |
| 22. | Dunja Đenić, Zorica Svirčev | BLOOMING CYANOBACTERIA IN THE RESERVOIR VRUTCI |
| 23. | Zorica Tanasković Gordana Milošavljević Vesna Vasović | HUMAN RESOURCES DEVELOPMENT IN AGRICULTURAL SECTOR |
| 24. | Dragana Randelović Tadija Đukić | FINANCIAL ACCOUNTING ANALYSIS AND MANAGERIAL ACCOUNTING IN BUSINESS HOSPITALITY |

(14:00) Room 110 - TOURISM SESSION 3

| CHAIRMAN: | | Ljiljana Trumbulović Bujić, PhD |
|-----------------------|--|---|
| VICE-CHAIRMEN: | | Angeliki Latsi Marija Đorđević |
| № | Author(s) | Title of the paper |
| 1. | Bojana Janković Milutin Đuričić | WAR TOURISM |
| 2. | Angeliki Latsi Jovana Kovač | PEOPLE WITH DISABILITIES IN TOURISM & THEIR PERCEPTIONS |
| 3. | Katarina Starčević, Milutin Đuričić, Radmila Novaković Kostić, Slobodan Petrović | URBAN TOURISM IN SERBIA |
| 4. | Hatzopoulou Anna, | THE ROLE OF CONTEXT AND INTERACTIONS ON EMPLOYEES VALUE CREATION IN THE GREEK TOURISM INDUSTRY |
| 5. | Ana Misailović, Vesna Marjanović, Milutin Đuričić, | MANASIJA MONASTERY |
| 6. | Olgica Lakonić, Milutin Đuričić, Radmila Kostić Novaković, Slobodan Petrović | MONASTERIES OF FRUŠKA GORA AND OVČAR-KABLAR GORGE |
| 7. | Slobodan Ivković Radmila Kostić-Novaković, Vesna Marjanović, Milutin R. Đuričić, Slobodan Petrović | INDUSTRIAL HERITAGE IN THE FUNCTION OF A UNIQUE OFFER OF THE MUNICIPALITY OF BOR |
| 8. | Bojana Janković, Radmila Kostić Novaković | MORBID TOURISM |
| 9. | Milica Pavlović, Milutin Đuričić, Radmila Kostić Novaković, Slobodan Petrović, | STOPIĆA CAVE AS A TOURIST OFFER OF THE ZLATIBOR REGION |

15:30-15:45 - Coffee Break

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| 10. | Dragan Gordić Slobodan Petrović Milutin Đuričić | POSSIBILITIES OF TOURISM DEVELOPMENT IN POZEGA WITH THE SURROUNDINGS |
| 11. | Sanja Krsmanović, | PLANNING IN THE DEVELOPMENT OF TOURISM IN THE MUNICIPALITY LOZNICA |
| 12. | Marija Đorđević, Ljiljana Trumbulović | EKOTOURISM ČAČKA |
| 13. | Čeček Milijana Čeganjac Zoran Ristić Kristijan, | TOURIST DESTINATION VISEGRAD AS A DEVELOPMENT OPPORTUNITY |
| 14. | Kočiz Purić | INFLUENCE AGGREGATES OF CRUSED BRICK ON PROPERTIES SELF- COMPACTING CONCRETES |
| 15. | Ivan Milutinović, Ljiljana Trumbulović | HAND PAPER RECYCLING |
| 16. | Dusan Garabinovic; Natalija Cvrkotić, | THE CHARACTERISTICS AND IMPORTANCE OF ENTREPRENEURSHIP DEVELOPMENT IN MODERN MARKETS |

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| 17. | Ana Todorović | CUSTOMER RELATIONSHIP MANAGEMENT AS AN INTEGRAL PART OF SUPPLY CHAIN MANAGEMENT |
| 18. | Svetlana Utvić, | IMPORTANCE OF IPA FUNDS FOR DEVELOPMENT OF SMALL AND MEDIUM ENTERPRISES IN SERBIA |
| 19. | Obućina Dušan | ПРИМЕНА АЦ СЕРВО СИСТЕМА У УПРАВЉАЊУ |
| 20. | Snežana Aksentijević Alisa Fetahović | CHEMICAL REACTION OF AGRICULTURAL LAND |
| 21. | Milan Martinović, | INFLUENCE OF GOOD AND BAD ENVIRONMENTAL EDUCATION |
| 22. | Milan Martinović | ECONOMIC EFFECT OF RECYCLING |
| 23. | Milan Martinović | BENEFITS OF RENEWABLE ENERGY SOURCES |

(19:00) Gala dinner at the "Tabana" restaurant, Užice

SECOND DAY - SATURDAY, 3rd OCTOBER 2015

(10:00 -16:30) Visit to Ovcar - kablar Gorge with lunch in Wellnes center Kablar .

SCIENTIFIC FIELDS

- Mechanical Engineering;
- Informatics and Mathematics;
- Civil Engineering;
- Environmental Protection;
- Management;
- Tourism;
- Economics;
- Students' papers.

PARTICIPATION FEE

The registration fee is RSD 7,000.00 per paper for participants from Serbia, or EUR 70.00 for participants from abroad. VAT is included in the price.

The registration fee includes a CD edition for all the authors and co-authors of a paper and the dinner and excursion costs for the first author only.

The registration fee for the participants who will not be attending the gala dinner and going on the excursion is **RSD 4,000.00**, VAT included.

The registration fee for the participants who will not be presenting their papers, but will be taking part in the conference programme, attending the dinner and going on the excursion is RSD 4,000.00, VAT included.

The students who will only be presenting their papers, without attending the gala dinner and going on the excursion, are exempted from paying the registration fee. However, for those who will be attending the dinner and going on the excursion, the registration fee is RSD 4,000.00.

The registration fee includes: admission to all the SED 2015 Conference sessions, conference proceedings (in the electronic form, on a CD), promotional material, cocktail, organized excursion and gala dinner on the first day of the conference.

For the business systems who want to present their products, technologies and services, the presentationspace has been provided. It will be possible to promote scientific books, technical information and otherpropaganda material. The registration fee for business systems is EUR 200.00, VAT included.

The registration fee payment deadline is no later than 5 days before the beginning of the conference or onthe first day of the conference. Otherwise, the paper will not be published.

MORE INFORMATION

For more information on the conference, please visit the following website:

<http://sed.vpts.edu.rs/>



Business and Technical College of Vocational Studies

***8th International Scientific Conference
Science and Higher Education in Function of Sustainable Development***

SED 2015



***Acting Director of the Business and Technical College
of Vocational Studies, Užice***

and

Chairman of the Organizing Committee

Nada Nedović, PhD

**Užice
October 2015**