



School of Economics and Business
Trg oslobođenja – Alija Izetbegović 1
71000 Sarajevo, Bosnia and Herzegovina
www.efsa.unsa.ba



CONFERENCE PROGRAM

OCTOBER 12, 2018

Hosted by
School of Economics and Business
Trg oslobođenja – Alija Izetbegović 1
Sarajevo, Bosnia and Herzegovina



www.efsa.unsa.ba/ices2018



GENERAL INFORMATION

CONFERENCE VENUE

School of Economics and Business
Trg oslobođenja – Alija Izetbegović 1
71000 Sarajevo
Bosnia and Herzegovina
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OFFICIAL LANGUAGE

The official language is English. No simultaneous translation will be provided.

CONFERENCE INFORMATION DESK

The Conference Information Desk is open during conference hours. The staff will be happy to assist you with all matters concerning the Conference.

REGISTRATION

The Registration Desk is located in the Entrance Hall at the School of Economics and Business. The Desk will be opened for registration: Friday, October 12, 08:00 – 15:00

CONFERENCE BAG AND NAME TAG

Upon registration all participants receive a conference bag and a name tag. Conference participants and exhibitors are kindly asked to wear their name tags during all conference events.

LUNCH

Lunch is served at the School of Economics and Business in the Faculty café.

COFFEE BREAKS

Coffee is served in the Hall.

SMOKING

School of Economics and Business is a non-smoking environment.

INTERNET ACCESS

Computers with a broadband connection to the Internet will be available for the conference participants during conference hours at the School of Economics and Business, Entrance Hall. Participants who bring their own Wi-Fi-enabled computer will have unlimited access to the wireless network inside the School. The access is free of charge.

AV-EQUIPMENT

Standard AV-equipment, including overhead- projectors and PCs are available in all rooms. Conference Assistants will assist with uploading of presentations etc.

TOURIST INFORMATION

The main tourist information centre in Sarajevo region is located in the City centre not far from the School of Economics and Business (Sarači 58, Sarajevo; T: 00 387 580999; www.sarajevo-tourism.com).

As the leading national institution in business and economics, The School of Economics and Business at the University of Sarajevo provides education at all levels (undergraduate, graduate, doctoral and lifelong learning) and in most key areas of specialisation.

CONFERENCE PROGRAM OVERVIEW

FRIDAY, OCTOBER 12, 2018

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| 08:00–09:30 | Registration |
| 09:30–10:30 | CONFERENCE OPENING (Amphitheater Tondach) Jasmina Selimovic, Dean Keynote Speaker: Maks Tajnikar University of Ljubljana, Faculty of Economics |
| 10:30–11:00 | Coffee Break |
| 11:00–13:00 | Parallel Sessions I |
| 13:00–14:30 | Lunch |
| 14:30–16:30 | Parallel Sessions II |
| 19:30–23:00 | Gala Dinner Hotel Europe (Vladislava Skarića 5, Sarajevo) |



SESSION I: 11:00 – 13:00

| Room 4 | Room 2 | E-net |
|---|---|---|
| B1 Chair: Vesna Babic-Hodovic | B2 Chair: Nijaz Bajgoric | E1 Chair: Sabina Silajdzic |
| Adi Alic, Djalma Hubijer Zukic, Maja Arslanagic-Kalajdzic MODERN TRADE AND CSR: THE CASE OF COSMETIC CHAINS IN BOSNIA AND HERZEGOVINA | Lejla Turulja, Nijaz Bajgoric GOOD COMMUNICATION – THE ANTECEDENT OF ORGANIZATIONAL IDENTIFICATION AND JOB SATISFACTION | Zeljko Mateljak, Stanko Sapunar LEVEL OF IMPLEMENTATION STRATEGY DEVELOPMENT OF SMALL HYDROELECTRIC SECTOR IN A FUNCTION OF INTENSITY EXPLOITATION RENEWABLE ENERGY AND DEVELOPMENT ENERGY MARKET IN THE REPUBLIC OF CROATIA |
| Vesna Babic-Hodovic, Maja Arslanagic-Kalajdzic, Amna Jazic TO WHOM ARE YOU LOYAL, TO GLOBAL OR LOCAL BRANDS – EXPERIENCE BEFORE LOYALTY | Tarik Zaimovic, Mirano Galijasevic, Amina Efendic LIFE AFTER SCRUM – WHERE NEXT IN FRAMEWORK DEVELOPMENT | Sabina Silajdzic, Eldin Mehic DO ENVIRONMENTAL TAXES PAY OFF? THE IMPACT OF ENERGY AND TRANSPORT TAX ON CO2 EMISSIONS IN TRANSITION ECONOMIES |
| Musa Abdullahi Bayero, Aliyu Mukhtar Daneji STRATEGIES AND CHALLENGES OF INTERNATIONALIZATION OF FIRMS IN SUB-SAHARAN AFRICA: A CASE OF NIGERIA | Anton Florijan Barisic, Mirjana Pejic Bach, József Poór HUMAN RESOURCES INFORMATION SYSTEMS AND ITS IMPACT ON ORGANISATIONAL PERFORMANCE | Vedad Mulalic, Eldin Mehic, Sabina Silajdzic THE EFFECTS OF ENERGY PRODUCED FROM RENEWABLE SOURCES ON CARBON DIOXIDE EMISSIONS: AN EMPIRICAL ANALYSIS OF EUROPEAN UNION MEMBER COUNTRIES |
| Merima Cinjarevic, Amra Kozo, Denis Berberovic SHARING IS CARING, AND MILLENNIALS DO CARE: COLLABORATIVE CONSUMPTION THROUGH THE EYES OF INTERNET GENERATION | Elvedin Grabovica, Lejla Turulja E-CRM DIMENSIONS AND PERCEIVED INNOVATIVENESS OF BANK'S SERVICES | Adnan Muslija, Elma Satrovic, Cansu Unver Erbas, Saliha Cabro THE RELATIONSHIP BETWEEN TOURISM AND ECONOMIC GROWTH: A PANEL GRANGER CAUSALITY METHOD |
| Azra Pasic Mesihovic, Mirza Kulenovic, Ljiljan Veselinovic WHAT DOES ENTREPRENEURSHIP HAVE IN COMMON WITH GAMBLING? | Jasmina Selimovic, Dzana Hurko THE EFFECTS OF RELIGION ON CONSUMER BEHAVIOUR IN INSURANCE | Vedad Silajdzic, Fatima Mahmutcehajic REGULATORY IMPACT ASSESSMENT AND REDUCTION OF ADMINISTRATIVE BARRIERS AS A CORNERSTONE FOR COMPETITIVENESS: CASE OF FEDERATION OF BOSNIA AND HERZEGOVINA |
| Amra Salihovic THE USEFULNESS OF REPORTING OF LEGAL ENTITIES IN THE FEDERATION OF BOSNIA AND HERZEGOVINA | | |

SESSION II: 14:30 – 16:30

| Room 4 | Room 2 | E-net |
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| B3 Chair: Merima Cinjarevic | B4 Chair: Velid Efendic | E2 Chair: Adnan Efendic |
| Adi Alic, Merima Cinjarevic, Emir Agic ALL YOU NEED IS LOVE! THE ROLE OF BRAND PERSONALITY IN GENERATING FEELINGS OF LOVE TOWARD A BRAND | Amra Alagic, Lejla Turulja, Nijaz Bajgoric IT AUDIT QUALITY FACTORS IDENTIFICATION IN THE FUNCTION OF BUSINESS CONTINUITY: A SYSTEMATIC LITERATURE REVIEW | Edin Pasovic, Adnan Efendic INFORMAL ECONOMY IN BOSNIA AND HERZEGOVINA – AN EMPIRICAL INVESTIGATION USING MIMIC APPROACH |
| Jasna Kovacevic, Zijada Rahimic MANIPULATIVE LEADERSHIP, GENDER AND ETHICAL DECISION-MAKING IN ORGANIZATIONS | Sabina Hodzic, Adis Muharemovic, Ema Cankovic A REVIEW OF FISCAL INCENTIVES FOR RENEWABLE ENERGY IN EUROPEAN UNION MEMBER STATES | Mirza Mujaric, Adnan Efendic INFORMAL ECONOMY IN WESTERN BALKANS WITH PARTICULAR FOCUS ON TAX EVASION PRACTICES |
| Emina Terzic, Amna Ascic LINKING STUDENTS' SATISFACTION WITH COMMUNICATION AND THEIR OVERALL SATISFACTION: STUDENT AS A CUSTOMER APPROACH | Svetlana Gercheva THE EVOLUTION OF FARMLAND REITS IN BULGARIA: THE INCOME TAX PERSPECTIVE | Adnan Efendic, Alena Ledeneva MODELLING THE COSTS OF INFORMAL NETWORKING: EVIDENCE FROM THE WESTERN BALKANS REGION |
| Sabina Hodzic, Hana Paleka HEALTH TOURISM IN THE EUROPEAN UNION: FINANCIAL EFFECTS AND FUTURE PROSPECTS | Velid Efendic, Nejra Hadziahmetovic PRODUCTIVITY CHANGE OF MICROFINANCE INSTITUTIONS IN BOSNIA AND HERZEGOVINA | Fatima Mahmutcehajic, Vedad Silajdzic BETTER REGULATION IN BOSNIA AND HERZEGOVINA: A CENTRAL PLANK FOR THE RULE OF LAW |
| | Ritsa Panagiotou THE WESTERN BALKANS BETWEEN RUSSIA AND THE EU: ANOTHER CHALLENGE TO ENLARGEMENT? | Sabina Silajdzic THE ROLE OF INNOVATION POLICY IN PROMOTING COMPETITIVENESS: THE CASE OF BOSNIA AND HERZEGOVINA |
| | | Maja Rimac-Bjelobrk SWOT ANALYSIS OF THE BIH'S ECONOMIC REGULATORS |