

PROGRAMSKI ODBOR

Predsednik: Prof. dr **Zorka Grandov**, Univerzitet Privredna akademija, Novi Sad, Srbija

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- Prof. dr **Roca Božidar**, Ekonomski fakultet u Subotici, Univerzitet u Novom Sadu
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- Prof. dr **Aleksandar Živković**, Ekonomski fakultet u Beogradu, Univerzitet u Beogradu
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- Mr **Branimir Grulović**, B LC College, Banja Luka
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V Hrvatska

- Prof. dr **Heri Bezić**, dekan, Ekonomski fakultet, Sveučilište u Rijeci
- Prof. dr **Zoran Ivanović**, Sveučilište u Rijeci
- Doc. dr **Anica Hunjet**, Sveučilište Sjever, Varaždin
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- Doc. dr **Vinko Morić**, Visoka škola Baltazar Adam Krčelić, Zapešić-Zagreb

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VII Kina

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- Prof. dr **Li Zhang**, prodekan Fakulteta za ekonomiju i menadžment, bejing Jiaotong University Peking

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- Prof. dr **Ludvik Toplak**, Univerzitet Maribor
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XI Turska

- Prof. dr **Kiymet Tunca Caliyurt**, Trakya University Edirne

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Službeni jezici naučnog skupa su srpski, jezici naroda BiH i engleski jezik.



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Podpredsednik: Prof. dr **Sanel Jakupović**, dekan Fakulteta poslovne ekonomije, Panevropski univerzitet Apeiron, BiH

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Web design konferencije: Mr **Sinisa Kljajić**

Tehnički urednik publikacija: **Sretko Bojić**



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- Dr **Ludvik Toplak**, Professor, University of Maribor
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(XI) Turkey

- Dr **Kiymet Tunca Caliyurt**, Professor, Trakya University Edirne

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OFFICIAL CONFERENCE LANGUAGES

The official conference languages are English, Serbian and languages of the peoples and nationalities of Bosnia and Herzegovina.



ORGANIZING COMMITTEE

Chairman: Dr Marko Laketa, Professor, dean of College for Professional Studies in Marketing Communications, Belgrade

Vice-chairman: Dr Sanel Jakupovic, Professor, dean of Faculty of Business Economics, Pan-European University Apeiron, B&H

Members (College for Professional Studies in Marketing Communications, Belgrade, Serbia):

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- Dr **Maja Đokic**, Professor
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- Dr **Luka Laketa**, Assistant Professor
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- MSc **Miloš Pantelić**
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Technical editor of publications: Sretko Bojić

PREDGOVOR

V Međunarodni naučni skup o razvoju tržišnih komunikacija
MOĆ KOMUNIKACIJE 2016 / POWER OF COMMUNICATION 2016

Tema:

**KOMUNIKACIJA U JAVNOJ UPRAVI I KONTAKT SA KORISNICIMA USLUGA
27-28. maj 2016 – Beograd**

CILJ KONFERENCIJE

Cilj konferencije je okupljanje akademske zajednice, ljudi iz prakse, kao i drugih relevantnih učesnika u funkciji sveobuhvatnog razmatranja i prezentovanja rezultata istraživanja i rada u ključnim aspektima razvoja komunikacija u javnoj upravi.

Sledom navedenog, naučni skup POWERCOMM 2016 će pokušati da determiniše i obuhvati i moguće komunikacijske modele u javnoj upravi, a s ciljem povećanja stope privrednog razvoja u našoj zemlji, zemljama Jugoistočne Evrope i čitavog regiona.

OKVIRNE TEMATSKE OBLASTI

I. INTERPERSONALNA KOMUNIKACIJA U KONTAKTU SA KLIJENTIMA USLUGA U JAVNOJ UPRAVI

1. Komunikacije u javnoj upravi i uslužnom sektoru
2. Savremene komunikacijske metode - koncepti u funkciji unapređenja usluga
3. Uticaj IT-a na razvoj komunikacija u javnom sektoru

II. PR LOKALNE SAMOUPRAVE U KONTAKTU SA GRAĐANIMA

1. Komunikacije u lokalnoj samoupravi
2. Komunikacija lokalne samouprave i građana
3. Internet komunikacija kao platforma za lokalnu komunikaciju

III. STRATEGIJA KOMUNIKACIJE LOKALNE SAMOUPRAVE

1. PR komunikacije u funkciji razvoja strategije lokalne samouprave
2. Lokalna samouprava i uspešna komunikacija
3. Razvoj internet komunikacija

IV. MEDIJSKA KOMUNIKACIJA JAVNE UPRAVE SA OKRUŽENJEM

1. Značaj medijske komunikacije i uticaj na razvoj lokalne samouprave
2. Javna uprava i medijska komunikacija
3. Komunikacija u zvaničnom protokolu javne uprave

V. INTERNA KOMUNIKACIJA ZAPOSLENIH U JAVNOJ UPRAVI

1. Značaj interne komunikacije za uspeh u javnoj upravi

2. Interna komunikacija u funkciji uspešnog poslovanja javne uprave
3. IT u funkciji rešavanja konflikata

VI. KOMUNIKACIJA U SAVREMENOM POSLOVANJU

1. IT komunikacije u savremenom poslovanju
2. Poslovne komunikacije u funkciji razvoja kompanije
3. Tržišne komunikacije u funkciji unapređenja poslovanja kompanija.

ORGANIZATORI NAUČNOG SKUPA

1. **VISOKA STRUKOVNA ŠKOLA TRŽIŠNIH KOMUNIKACIJA**, Beograd, glavni organizator (Srbija)
2. **PANEVROPSKI UNIVERZITET APEIRON, FAKULTET POSLOVNE EKONOMIJE**, Banja Luka, koorganizator (BiH)

PUBLIKACIJA RADOVA

Zbornik konferencije će uključiti sledeće: Knjigu svih **recenziranih i prihvaćenih radova** na CD-u (sa ISBN brojem).

U Beogradu, maj 2016. godine

Predsednik programskog odbora
Prof. dr Zorka Grandov
Predsednik organizacionog odbora
Prof. dr Marko Laketa
Kopredsednik organizacionog odbora
Prof. dr Sanel Jakupović



PREFACE

5th International Conference on the Development of Market Communications
MOĆ KOMUNIKACIJE 2016 / POWER OF COMMUNICATION 2016

Topic:

**COMMUNICATION IN PUBLIC ADMINISTRATION AND CONTACT WITH
CUSTOMERS**

27-28 May - Belgrade

CONFERENCE OBJECTIVE

The aim of the conference is to bring together the academics, practitioners and other relevant participants in order to comprehensively review and present the results of research and work in the key aspects of the development of communication in public administration.

Consequently, the scientific conference POWERCOMM 2016 will attempt to determine and include the possible communication models in public administration, with the aim of increasing the rate of economic development in our country, the countries of South Eastern Europe and the entire region.

GENERAL FIELDS AND TOPICS

I INTERPERSONAL COMMUNICATION IN CONTACT WITH CUSTOMERS IN PUBLIC ADMINISTRATION

1. Communication in public administration and the services sector
2. Contemporary communication methods – concepts for the purpose of improving services
3. The impact of IT on the development of communication in the public sector

II LOCAL GOVERNMENT PR IN CONTACT WITH CITIZENS

1. Communication within local government
2. Communication of local government and citizens
3. IT communication as a platform for local communication

III COMMUNICATION STRATEGIES FOR LOCAL GOVERNMENT

1. PR - communication for the purpose of development of strategies for local government
2. Local government and successful communication
3. Development of IT communication

IV MEDIA COMMUNICATIONS OF PUBLIC ADMINISTRATION WITH ITS ENVIRONMENT

1. The importance of media communication and its impact on the development of local government
2. Public administration and media communication
3. Communication in the official protocol of the public administration

V INTERNAL COMMUNICATION OF THE EMPLOYEES IN PUBLIC ADMINISTRATION

1. The importance of internal communication for the success of public administration
2. Internal communications for the purpose of successful business in public administration
3. IT for the purpose of resolving conflicts

VI COMMUNICATION IN MODERN BUSINESS

1. IT communication in modern business
2. Business communication for the purpose of company development
3. Market communication aimed at improving company's business

CONFERENCE ORGANIZERS

1. **COLLEGE FOR PROFESSIONAL STUDIES IN MARKETING COMMUNICATIONS**, Belgrade, main organizer (Serbia)
2. **PAN-EUROPEAN UNIVERSITY „APEIRON“, BANJA LUKA, FACULTY OF BUSINESS ECONOMICS**, Banja Luka, co-organizer (BiH)

PAPER PUBLICATION

Conference proceedings will include the following: the book of all the **peer-reviewed and accepted papers** on CD (with ISBN).

In Belgrade, May 2016

Program committee chair
Dr Zorka Grandov, Professor
Organizing committee chair
Dr Marko Laketa, Associate Professor
Organizing committee co-chair
Dr Sanel Jakupović, Associate Professor