



FIRST INTERNACIONAL SCIENTIFIC CONFERENCE

Faculty of sport University „UNION – Nikola Tesla“
Narodnih heroja 30/I, 11070 Novi Beograd

Friday the 13th October 2023; from 10 a.m. – 6 p.m.



THE PROGRAM

Friday the 13th October 2023; from 10 a.m.: Registration of participants and distribution of conference materials

11.00 a.m.: The Beginning of the Conference

11.05 – 11.15 a.m.: Welcoming Speeches, Opening of the Conference and Opening Remarks

Greetings:

Nebojša Čokorilo, PhD, Faculty of Sport, Dean

11.15 a.m. – 1.15 p.m.: Plenary Session:

Speakers:

Ian Jeffreys

THE DIFFERENCE MAKER - WHAT REALLY MATTERS IN STRENGTH & CONDITIONING

Simon Ličen

SPORT, MEDIA AND BUSINESS IN SOUTHEAST EUROPE IN THE 21ST CENTURY: RECOMMENDATIONS FOR PROFESSIONALS AND SCHOLARS

Christos Anagnostopoulos

CODIFYING GOVERNANCE FOR NATIONAL SPORT FEDERATIONS: CHALLENGES, OPPORTUNITIES, SOLUTIONS

Moderator:

1.15 -2.00 p.m. Refreshment Break

2.00 – 6.00 p.m. Presentation of Works and Awarding of Certificates at the Faculty of Sports

/Exposure Time is Limited to 10 Minutes per Article/

Section: Physical education / Green Cabinet

Moderator: Jelena Ivanović, PhD, Senior Research Associate

Dragan Stankić , Željko Banićević, Ivana Banićević

THE RELATIONSHIP BETWEEN POSTURAL AND NUTRITIONAL STATUS IN PRESCHOOL CHILDREN

Lazar Toskić, Milan Marković, Veroljub Stanković, Adam Petrović, Milivoj Dopsaj

LATERAL SYMMETRY OF THE KNEE JOINT MUSCLES MEASURED BY THE METHOD OF TENSIOMYOGRAPHY (TMG) IN PHYSICALLY INACTIVE AND ACTIVE INDIVIDUALS

Dejan Milenković, Nataša Nikić, Ivana Zubić

PHYSICAL FITNESS OF WOMEN UNDER THE INFLUENCE OF TAE BO EXERCISE

Đurđica Miletić, Ivana Jadrić, Alen Miletić-poster

IMPORTANCE OF IMPLEMENTATION OF SERVICE LEARNING IN SPORT AND HEALTH HIGHER EDUCATION AREA

Siniša Franjić - poster

QUALITY HEALTH FOR CARE FOR ATHLETES ENABLES TOP SPORTS RESULTS

Igor Jovanović, Svetlana Petronijević, Nemanja Čopić, Ivana Zubić

EFFECTS OF PHYSICAL EXERCISE ON ABILITY MEASURED BY FMS TESTS AND MENTAL HEALTH OF MIDDLE-AGED PERSONS

Section: Communication studies / Red Cabinet

Moderator: Slobodan Penezić, PhD

Krešimir Lackovic, Fran Franjkovic

IMPACT OF INTRODUCTION OF VAR TECHNOLOGY ON VIEWERS AND MEDIA COVERAGE

Minja Vlajković, Andrei Jean-Vasile - poster

DIGITAL LITERACY AND TYPES OF COMMUNICATION WITH THE PUBLIC IN SPORTS

Tatjana Čitić

INFLUENCE OF BROADCASTING SPORTS EVENTS ON THE DEVELOPMENT OF TV INDUSTRY

Section: Management in sports / Amphitheater A1

Moderator: Andrijana Kos Kavran, PhD

Drago Cvijanović, Aleksandra Vujko, Radmila Bojović

INDICATORS OF THE DEVELOPMENT OF SPORTS AND RECREATIONAL
TOURISM AS AN INTEGRAL
PRODUCT OF RURAL DESTINATIONS

Aleksandra Kovačević - poster

ORGANIZATION OF SPORTS EVENTS AS A MOTIVATION FACTOR OF
EMPLOYEES IN COMPANIES WITH THE AIM OF BUSINESS IMPROVEMENT

Milan Stanković, Yiannos Charalambides, Viktorija Misić - poster

SPORTS STADIUMS AND MODERN INFRASTRUCTURE

Vesna Jovanova-Simeva, Sara Dimovska - poster

THE ROLE OF OPERATIONAL MANAGERS ON THE MOTIVATION OF ATHLETES

Saša Virijević Jovanović, Goran Đoković - poster

THE DETERMINANTS OF SERVICE QUALITY IN SKI TOURISM

Dejan Dašić, Gruja Kostadinović, Kim Alla - poster

MARKET RESEARCH AS A FUNCTION OF MARKETING DEVELOPMENT IN
SPORTS

Jadranka Božić

A CONTRIBUTION TO THE STUDY OF THE ANTHROPOLOGY OF FOOTBALL

Svetlana Mihić, Dejan Dašić, Marina Bogdanova - poster

PROMOTION OF SPORTS AND FITNESS THROUGH HEALTH IN SERBIA

Aleksandar Đukić, Višnja Kojić - poster

SPORTS AND RECREATIONAL FACILITIES – DRIVERS OF MODERN TOURISM
IN BOSNIA AND HERZEGOVINA

Nebojša Đokić, DMITAR ATANASOV, Valentin Biryuzov - poster

SPORTS AVIATION IN THE WORLD AND YUGOSLAVIA AFTER THE SECOND
WORLD WAR

Marko Pavlović, Marija Perić, Marijana Milunović - poster

POSSIBILITIES OF SUSTAINABLE DEVELOPMENT OF SPORTS TOURISM IN
SERBIA

Milan Radaković, Željko Turčinović

BRAND MANAGEMENT ON THE EXAMPLE OF „ADIDAS AG“

Tomislav Hublin, Iva Šimunec

ANALYSIS OF THE OFFER AND EFFECTS OF SPORTS ANIMATION IN TOURISM

Goran Dašić

DIGITAL TRANSFORMATION IN THE SPORT INDUSTRY

Zoran Mašić, Marko Begović

CRITERIA FOR THE DIVISION OF SECURITY IN SPORTS

Milijanka Ratković, Andrijana Kos Kavran, Velibor Zolak - poster

PROMOTIONAL ASPECTS OF SPORTS PRODUCTS