### **IMCSM Proceedings**

ISSN 2620-0597

**Volume XV, Issue (1), (2019)** 

An international serial publication for theory and practice of Management Science



Editor-in-Chief: Prof. dr Živan Živković

Published by University of Belgrade, Technical Faculty in Bor, Department of Engineering Management



### Conference is financially supported by the Ministry of Education and Science of the Republic of Serbia

Konferencija je finansijski podržana od Ministarstva prosvete i nauke Republike Srbije

# Visegrad Fund

The conference is supported by the international Visegrad Fund (V4), http://visegradfund.org, in the form of the International research project "How to prevent SMEs failure (Actions based on comparative analysis in Visegrad countries and Serbia)", S/N: 21820267

Konferencija je podržana od strane međunarodnog Višegrad fonda (V4), http://visegradfund.org/, u formi projekta "How to prevent SMEs failure (Actions based on comparative analysis in Visegrad countries and Serbia)", s.b: 21820267



Volume XV, Issue (1) (2019)

International May Conference on Strategic Management

# METHODOLOGY FOR ASSESSMENT AND MANAGEMENT OF INDUSTRIAL RISKS

311-319

#### Hunchenko Oksana, Bereznytska Yuliia, Chernyshev Denys

Kyiv National University of Construction and Architecture, Kyiv, Ukraine

**Abstract:** The article is devoted to the risk assessment methodology analysis in the field of safety and hygiene of the production processes (SHPP). This issue is relevant in view of the risk-oriented approach implementation in this area at the level of Ukrainian legislation. Relying on considerable foreign experience, primarily of the European Union countries, experts in the field of production processes safety try to create favorable conditions for this area implementation not only in the legislation, but also in the productive environment. The analysis of legislation points a very strong foundation for construction of the occupational safety management system in Ukraine based on a risk-based strategy. Therefore, the issue of risk management methodology examining is the basis for the formation of some approach to this problem both by society and all interested parties. The decisive aspect of the adoption of mentioned strategy of the COUNTER-FACTOR impact on the existing dangers is the social and economic positive impact on the occupational injuries level and the number of occupational diseases. And the methodological foundations of this strategy contribute to a better understanding of safety issues and the expansion of the range of measures that can be implemented to address them. Moreover, the goals in the labor protection field are constantly being improved and promising is not merely the reduction of negative safety indicators, but efforts to achieve a zero level of occupational injuries. With maximum efficiency this is possible to achieve by applying a scientific approach to developing safety measures and a reasonable attitude to a certain risk level based on the best practices in the world.

**Keywords:** occupational risks, risk management, safety of production processes; zero injuries strategy, labor safety, hygiene of production processes

#### 1. INTRODUCTION

Industrial facilities are a permanent source of danger both for employees and for outsiders indirectly involved, or may be within the direct or secondary influence. The existing hazards of productive processes have an impact on health, working capacity, psychoemotional state and life of participants and on the economic indicators of the enterprise and the industry as a whole. The presence of economic and social damage leads to the search for solutions that contribute to reducing such impact. Construction of the most safe labor conditions and favorable rest conditions after the working hours end is a strategic goal of every employer who acts in accordance with Ukrainian legislation and focuses on making a profit. Achieving this goal is possible through the use of the best safe practice that is appropriate in the relevant field of economic activity. Ukraine's legislation in the production

processes safety field is increasingly integrated with the European Union legislation and introduces the progressive experience that is now oriented towards the zero injuries strategy. The world experience in safety managing and production processes hygiene has proved the economic and social feasibility of using a risk-based strategy to achieve the main goals in this direction.

### 2. RESEARCH OF THE LEGISLATION REQUIREMENTS IN THE FIELD OF SAFETY AND HYGIENE OF PRODUCTION PROCESSES (SHPP)

In the EU, a number of regulatory documents have been created to regulate the safety and life of an employee, usually by setting minimum safety requirements to locate the most significant risks in a particular professional activity area that are relevant both to the employer and the worker. Such requirements have already appeared in the current Ukraine legislation:

- The ILO Social Security (Minimum Standards) Convention, 1952 (No. 102);
- Council Directive 89/391/EEC of 12 June 1989 on the introduction of measures to encourage improvements in the safety and health of workers at work;
- Council Directive 89/655/EEC of 30 November 1989 concerning the minimum safety and health requirements for the use of work equipment by workers at work;
- Council Directive 89/656/EEC, of 30 November 1989 on the minimum health and safety requirements for the use by workers of personal protective equipment at the workplace;
- Council Directive 90/269/EEC of 29 May 1990 on the minimum health and safety requirements for the manual handling of loads where there is a risk particularly of back injury to workers;
- Council Directive 90/270/EEC of 29 May 1990 on the minimum safety and health requirements for work with display screen equipment (The norm of the state legislation normative legal act on labor protection 0.00-7.15-18 Requirements of safety and health protection of workers in working with screen devices);
- Council Directive 92/57/EEC of 24 June 1992 on the implementation of minimum safety and health requirements at temporary or mobile construction sites (The norm of the state legislation normative legal act on labor protection 45.2-7.03-17 Minimum Requirements for Occupational Safety on Temporary or Mobile Construction Plots);
- Council Directive 92/91/EEC of 3 November 1992 concerning the minimum requirements for improving the safety and health protection of workers in the mineral-extracting industries through drilling;
- Council Directive 99/92/EEC f 16 December 1999 on the minimum requirements for improving the safety and health protection of workers potentially at risk from explosive atmospheres;
- Council Directive 2002/44/EEC of 25 June 2002 on the minimum health and safety requirements regarding the exposure of workers to the risks arising from physical agents (vibration):
- Council Directive 2003/10/EEC of 6 February 2003 on the minimum health and safety requirements regarding the exposure of workers to the risks arising from physical agents (noise);
- Council Directive 2006/25/EEC of 5 April 2006 on the minimum health and safety requirements regarding the exposure of the workers to risks arising from physical agents (artificial optical radiation);

- Council Directive 2013/35/EEC of 26 June 2013 on the minimum health and safety requirements regarding the exposure of workers to the risks arising from physical agents (electromagnetic fields).

Taking into account the necessity of the minimum safety requirements creation, it is possible to achieve the maximum protected production environment by focusing on the preventive measures of the COUNTER-FACTOR strategy for production processes safety management.

According to the international standard ISO 31000:2018 [1], the purpose of risk management is to provide a sustainable value creation and protection process that helps to achieve the goals of the organization and to improve its activities, for example, ensuring the people health and safety, environmental protection, product quality, etc.

Occupational risks are associated with a degree of uncertainty that arises in the internal and external organization environment and can be caused by:

- the consequences of sociological, psychological and cultural factors associated with human behavior:
- the natural processes influence;
- result of distorted, incomplete or inaccurate information;
- changes in the underlying factors (competitive advantages, trends, information);
- different perceptions of the impact of the uncertainty in different departments of the organization and various stakeholders.

The process of risk management is carried out with continuous monitoring and inspections, provides for the information exchange and counseling and is carried out according to the following algorithm:

- 1. Determination of application scope, environment and risk assessment criteria.
- 2. Risk assessment:
  - identification;
  - analysis;
  - evaluation.
- 3. Impact on the risk.
- 4. Documentation and reporting.

At the risk assessment stage, there is a common process of identifying, analyzing and evaluating risk. The overall risk assessment according to the current edition of DSTU IEC / ISO 31010: 2013 [2] can be carried out at the organizational level, individual units, in relation to projects, individual activities or specific risks. Different tools and techniques can be used for different directions, which can provide a risks understanding, causes of their formation, the consequences of their uncontrollable influence and the likelihood of their manifestation.

The risk assessment as a management stage creates an input base for decision making regarding to:

- the need of the certain activity start;
- the ways of opportunities maximizing to achieve the goals of the organization;
- the need for influence on risks;
- the choice among variants with different risks;
- the prioritization of variants of influence on risks;
- choosing the most appropriate strategies to influence the risks, which will reduce them from unacceptable level to acceptable or insignificant levels.

#### 3. METHODOLOGY OF THE RISKS ASSESSMENT

A general risk assessment can be carried out using one or more methods with varying degrees of depth and detail of the study. A condition for the coherence of the risk assessment form with the evaluation criteria chosen at the start of the management process of them and conditioned by the application scope and environment is required.

The methods of general risk assessment according to DSTU IEC / ISO 31010: 2013 are divided into the following main groups:

- search methods (control questions lists, preliminary analysis of hazardous factors);
- auxiliary methods (structured interview and "brain attack", Delphi method, SWIFT analysis, general assessment of human HRA);
- analysis of the scenario (analysis of the root cause, analysis of the activity, analysis of the events tree, analysis of causes and consequences, etc.);
- functional analysis (FMEA and FMECA analysis of the type and consequences of failures, HAZOP study of hazardous factors and disability, HACCP);
- assessment of control means (LOPA protection levels assessment, analysis according to the scheme "butterfly tie");
- statistical methods (Markov analysis, simulation modeling by the Monte Carlo method, Bayesian analysis).

Signs for choosing general risk assessment methods are resources and opportunities, the nature and extent of uncertainty, the complexity and the possibility of obtaining quantitative outcomes.

It should be noted that the individual risk conditions contribute to the comprehensive application of these methods and do not deny the appearance of others.

Risk assessment is conducted to justify the adoption of management decisions and is performed on the basis of results comparison obtained during the risk analysis with the accepted criteria for determining the need for additional corrective action on the impact of the risk. As a result of risk assessment, one of the following management strategies may be selected:

- the risk does not require influence on it;
- it is necessary to consider variants of impact on risk;
- further deep analysis is needed for better understanding of the risk;
- it is necessary to maintain and improve the existing means of control over the risk level;
- it is necessary to review the objectives of the risk assessment.

The impact on risk can occur in the next safety improvement scenario:

- avoidance of risk, that is, do not start activities that are associated with the formation of this type of risk;
- acceptance or even increase of risk in order to achieve the highest level of profit and the use of favorable opportunities and circumstances;
- elimination of the source of risk;
- change in the likelihood of risk implementation;
- change of the risk effects;
- distribution of risk with the other party;
- conscious risk preservation and refusal to influence it.

When choosing strategies for the risk, organizations should consider the interests of all stakeholders and their commitment. However, even a carefully developed risk and impact measures on it may not be effective and may not always form the residual rate of risk at an acceptable or insignificant level. Also, as a result of the impact on risk, new types of risks may also appear, which also need to be evaluated, analyzed and influenced, which may not lead to the desired effect on the impact on the initial type of risk. Therefore, all actions for analysis, assessment and impact on risks should be documented and provide the opportunity to formulate reports with a specific set of tools for a more detailed study of risk and strategies for influencing it.

The following indicators can be used as criteria for assessment of the risk analysis effectiveness and the measures taken to influence on it:

- the number of incidents, accidents, errors in the work of personnel, failures in the equipment;
- actual costs and financial performance of the organization (level of profit, debts, etc.);
- the presence of inconsistencies;
- level of occupational injuries and occupational diseases;
- production quality;
- complaints of unauthorized persons;
- degree of achievement of the organization goals;
- degree of achievement of the risk management objectives.

#### 3.1. ORGANIZATION OF RISK ASSESSMENT

The risk assessment of the safety and hygiene of the production processes (RAS) is the responsibility of the employer. Based on the analysis of risks, the employer takes the appropriate decision on accepting or not taking this risk and plan for further action to reduce the risk level if necessary. But the very procedure for risk assessment requires some regulation and coherence.

Elements of the organization of the RAS realization depicted in Figure 1 indicate the need to attract not only specialists at the experts level and leading specialists in the industry, but also the constant participation of employees involved in the implementation of professional tasks on certain equipment. It is also necessary to take into account the relevant characteristics of the production environment and external factors.

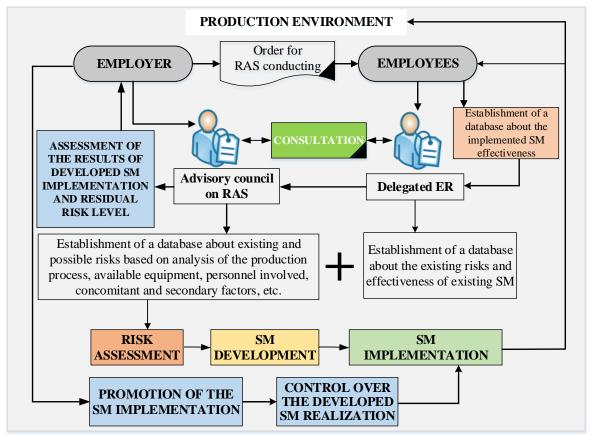


Figure. 1. Process of organization of RAS realization

A plan of measures for the organization of RAS conducting must be developed by the employer, the main elements of which must be provided:

- order for RAS conducting;
- ensuring organization and coordination of RAS conducting;
- consulting with the employees representatives (ER) regarding to the order of responsible executors (RE) appointment on the RAS conducting;
- providing RE with the necessary information, support and resources;
- definition of measures to be used to identify and conduct a RAS review:
- encouraging employee involvement in identifying and RAS reviewing;
- development of proactive, preventive and protective measures of the SHPP on the basis of the results obtained during the RAS conducting;
- implementation and control over the developed security measures (SM) realization in order to maintain their sufficient effectiveness;
- informing employees through the ER about the RAS results and the SM implementation and their effectiveness;
- an assessment of the implemented SM effectiveness in terms of employees and indicators of security and economic and social stability of the organization with the approved periodicity;
- adjustment of the attitude towards risk and implemented SM, taking into account the existing circumstances of the organization external and internal environment.

#### 4. RISKS MANAGEMENT

Risk assessment is not an end in itself to the risk-based approach to the safety of production processes. But without security level assessing, it is not possible to develop effective and well-founded proactive, preventive and protective measures based on the best practices, economic priorities and organization capabilities. That is, the management of the organization is interested in conducting of the safety and production processes hygiene risks assessment, as it is a prerequisite for the development and implementation of changes in the production process to improve working conditions, increase the interest of the personnel in the results of work, increase profitability and competitiveness of the enterprise. RAS can also contribute to reducing the social and psychological factors impact on staff. Taking into account that the SM implementation sometimes requires significant financial expenses and implementation of this without qualitative risk assessment can be "doubtful" effective for the employer, the most important stage is their development and implementation. The RAS stages and the SM implementation in the risk management structure are inextricably linked to the goal of risks assessment and policies of the organization in the field of production processes safety and affect them and can change them, as well as external factors of influence, such as environmental, social, economic or legislative.

The risk management process is long-term and systematic and aims at preventing deterioration of working conditions and reducing the work capacity of workers, as well as contributing to the preservation of their lives and health. Also, this process contributes to the achievement of the goals of the organization and the values creation. Risk management combines all measures aimed at reducing, locating and avoiding risks while maintaining or increasing the profitability of an organization with the use of economically feasible practices. Another aspect of risk management is the reduction of losses from emergencies, occupational injuries and diseases, reduced work capacity, outflow of personnel with a high level of training, and so on.

The achievement of this goal is based on the risk management (RM) basic principles [1]:

Principle 1. Integration.

Principle 2: Structuring and Comprehensiveness.

Principle 3. Adaptability.

Principle 4. Inclusiveness.

Principle 5. Dynamism.

Principle 6. Informativity.

Principle 7. Focusing on human and cultural needs.

Principle 8. Perfection.

#### 4.1. IMPACT ON THE RISK

Simplified risk management model can be represented as a sequence that repeats the Deming cycle (Figure 2), namely:

- setting the goal of risk management, determining responsibilities and obligations of the parties interested in achieving this goal;
- risk assessment:
- planning and implementation of security measures;
- assessment of the residual risk level;

- adjustment or confirmation of the primary objectives of risk assessment and organization policies in the field of production processes safety.

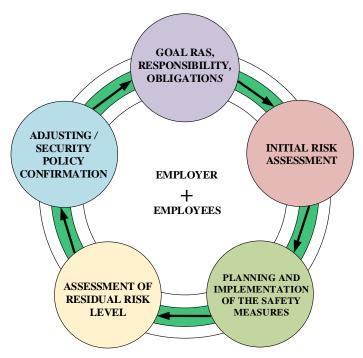


Figure. 2. Simplified risk assessment and risk management scheme

Implementation of this model involves all stakeholders and, above all, the employer and employees. And each stage is formed and implemented, taking into account not only internal conditions, but also external factors.

The risk assessment consists of four stages. The first stage is related to the risk profile. In the beginning, a comparative risk profile is presented to establish priorities and risk degrees.

The second step is to determine the acceptability of risk. The risk is compared with a number of socio-economic factors:

- benefits from one or another type of economic activity;
- losses caused by the use of a certain type of activity;
- the availability and possibilities for the regulatory measures introduction to reduce the negative impact on the natural environment and human health.

The comparison of "non-risk" factors with "risk" manifests the essence of the risk management process and specific decisions in relation to risk are provided.

There are three possible solutions:

- the risk is acceptable in full;
- the risk is acceptable in part;
- the risk is completely inappropriate.

In the latter two cases, it is necessary to establish the proportion of control, which is included in the tasks of the third stage of the risk management procedure.

The third stage is the definition of the control proportion, which is to choose one of the "typical" measures that contribute to reducing (in the first and second case) or elimination (in the third case) of the risk.

The fourth stage is the adoption of a regulatory decision, that is, the definition of normative acts (laws, regulations, instructions, policies of the organization in the field of labor safety) and their provisions, which correspond to the implementation of the selected "typical" measure, which was established in the previous stage. This element, completing the risk management process, simultaneously connects all its stages, as well as the stages of risk assessment into a single decision-making process, into a single risk management concept.

#### **5. CONCLUSIONS**

Thus, risk management is an integral part of an organization's management system that must cover all of the organization's interests and influence the security (technogenic, environmental, social, economic), the reasonableness of decision-making by senior management and at the unit level, the realization of the goals and policies of the organization. Risk management systems in separate areas should be integrated into a single risk management system that will allow for reasonable strategic and short-term management solutions based on maximizing the impact of using the best safety practices and modern strategies and risk assessment methods.

#### **REFERENCES**

- 1. Tsopa V. All about the international standard SO 31000:2018 Risk management. Guidance, Supplement to the journal Labor Protection, 1, (2019), 20-52.
- 2. DSTU IEC / ISO 31010:2013 Risk management. Methods of general risk assessment. Official edition, Ministry of Economic Development of Ukraine, Kyiv, 2015.
- 3. Chulkov N.A., Derenok A.N., Reliability of technical systems and technogenic risk, Publishing of Tomsk Polytechnic University, Tomsk, 2012.

#### **TABLE OF CONTENTS:**

# XV INTERNATIONAL MAY CONFERENCE ON STRATEGIC MANAGEMENT – IMCSM19

### Plenary papers

RANKING OF ZINC CONCENTRATES FOR THE PRODUCTION OF CATHODE ZINC USING FUZZY LOGIC APPROACH	
Marija Panić, Živan Živković, Đorđe Nikolić	1
Conference papers	
AN INTEGRATED FUCOM-EDAS MODEL FOR DECISION MAKING IN TRANSPORTATION OF DANGEROUS GOODS	
Željko Stević, Dragan Pamučar, Siniša Sremac	. 17
DEAD-END DEVELOPMENT OR REAL PROGRESS? PARADIGM SHIFT INITIATIVES IN MARKETING THEORY	
Anikó Kelemen-Erdős	.26
INTEGRATED STRATEGIC ALIGNMENT OF THE SOT FRAMEWORK: A CASE STUDY FOR AN INTERNATIONAL CORP/MULTI-SBU MODEL IN MANUFACTURING	
Arthur Pantelides	.39
THE IMPORTANCE OF INVESTMENT IN ALBANIAN TOURISM  Enea Stavre, Romina Radonshiqi	.51
INTRAPRENEURSHIP IN FUNCTION OF IMPROVING THE QUALITY OF WORK IN ORGANIZATIONS	
Monika Markovska, Bozidar Milenkovski	.59
COMMERCIAL OPEN DATA APPLICATIONS: DATA PROCESSING METHODS AND PRICING STRATEGIES	
Minna Jukka , Janne Saarikoski , Mikko Lampi	. 68

THE COMMITMENT OF MANAGEMENT, THE FACTORS OF THE WORK ENVIRONMENT AND ATTITUDE OF EMPLOYEES AS INDICATORS OF THE IMPACT OF OCCUPATIONAL SAFETY
Violeta Stefanović, Snežana Urošević, Nenad Milijić, Ivana Mladenović-Ranisavljević76
CONCEPTUAL BASE OF DEVELOPMENT OF TECHNOLOGICAL INTEGRATION IN THE MANUFACTURING INDUSTRY OF RUSSIA
Aleksandr Miller, Maksim Miller87
EXAMINATION OF HUMAN RESOURCE MANAGEMENT IMPACT ON ESTABLISHMENT OF PROCESS ORIENTATION AND ACHIEVEMENT OF HIGHER PROCESS MATURITY LEVEL IN ORGANIZATIONS
Andrea Dobrosavljević, Snežana Urošević96
ENTREPRENEURSHIP IN AGRITOURISM AND INTERNET MARKETING: THE ANALYSIS OF THE SITUATION IN THE MUNICIPALITY OF IVANJICA
Slavica Anđelić, Dušan Garabinović107
ENVIRONMENTAL MANAGEMENT IN RUSSIA AS A DRIVER TOWARDS A GREEN ECONOMY
Violetta Gassiy, Vasiliy Stoikov118
PERFORMANCE MEASUREMENT AND EVALUATION BASED ON PROCESS APPROACH: EFFECTS OF BUSINESS PROCESS MANAGEMENT ON ORGANIZATION'S PERFORMANCE
Zuzana Papulová, Andrea Gažová, Maroš Šlenker127
STRATEGIC DECISION-MAKING IN PHARMACEUTICAL INDUSTRY: EVALUATION OF A NEW DRUG SUCCESS POTENTIAL
Zuzana Papulova, Jan Papula, Andrea Gažova, Lucia Feldsam137
ROBOTS AND THEIR CONTRIBUTION TO THE HIGH STANDARDS OF WELDING IN MINING AND MECHANISM
Slobodan Radosavljević, Nikola Ille, Milan Radosavljević, Jovana Radosavljević148
DOMESTIC RESTRUCTURES OF LOCATIONS OF MINING AND POTENTIAL RISKS
Slobodan Radosavljević, Nikola Ille, Milan Radosavljević, Jovana Radosavljević159
DOES INSURANCE MARKET ACTIVITIES PROMOTE STOCK MARKET DEVELOPMENT IN NIGERIA?
Onafalujo Akinwunmi Kunle173

COMPARISON OF RELIABILITY INDICATORS OF THE THERMAL POWER SYSTEM OBTAINED BY DIFFERENT WEIBULL DISTRIBUTION MODELS	
Dragan Kalaba, Milan Đorđević, Marko Mančić	183
DIGITAL RETAIL TRANSFORMATION	
Yulia Syaglova	195
BREAK-DOWN COST ESTIMATION APPROACH IN INNOVATIVE ENGINEERING	
Georgiana Vetrice, Luminița Pârv	204
APPLICATION OF NEW INFORMATION AND TELECOMMUNICATION TECHNOLOGIES IN RUSSIAN EDUCATIONAL MANAGEMENT	
Evgeniya Yazovskikh, Oksana Yatsenko	213
INFLUENCE OF INVESTMENTS IN CORPORATE SOCIAL RESPONSIBILITY ON MARKETING SITUATION OF COMPANIES	
Alan Abaev, Madina Guriyeva, Natalia Safronova	217
QUANTITATIVE APPROACH TO THE FORMATION OF CASE-STUDY TEAMS	
Natalia Safronova, Alexey Urubkov, Tatyana Maslevich, Natalia Minaeva	222
ENTREPRENEURSHIP IN THE MACEDONIAN BUSINESS ENVIRONMENT	
Berat Dehari	227
"BRAND PLACE" MODEL IN OFFLINE CUSTOMER EXPERIENCE	
Veronika Dubinina, Artem Eryshev	239
APPLICATION OF DIGITAL ECONOMY TOOLS IN THE DEVELOPMENT OF CLUSTERS IN RUSSIA	
Iuliia Artamonova, Pavel Bilenko	244
DETERMINING THE ENERGY EFFICIENCY OF HEATING MODULE WITH GREEN ENERGY	
Ivan Mitkov, Georgi Komitov	251
STUDY OF THE OPPORTUNITIES FOR DEVELOPMENT OF URBAN TOURS WITH AN ATTRACTION BUS IN PLOVDIV	
Ivanka Lulcheva, Georgi Komitov	259
FOOD QUALITY MANAGEMENT AND AGRIBUSINESS DEVELOPMENT	
Lela Ristić, Mirjana Knežević, Danijela Despotović	269

PROCESSING GRAPE BY-PRODUCTS AS A SOURCE OF IDEAS FOR ESTABLISHMENT OF CIRCULAR ENTREPRENEURIAL MODEL	
Vladimir Radovanović, Maja Ivanović-Đukić	280
RELATIONS AMONG SOCIO – DEMOGARPHIC CHARACTERISTIC OF TOURISTS AND QUALITY DIMENSIONS OF OUTDOOR SPORTS ACTIVITIES IN STRUGA REGION	
Liza Pantekovska, Kosta Hiohi	287
ANALYSIS OF INFLUENTIAL FACTORS ON PRIORITIZATION OF MINING PROJECTS	
Dejan Bogdanović, Ivan Jovanović, Nenad Milijić	296
RISKS OF ATMOSPHERIC AIR POLLUTION BY FORMALDEHYDE IN URBAN AREAS FROM MOTOR VEHICLES	
Olena Voloshkina, Rostyslav Sipakov, Tetiana Tkachenko, Olena Zhukova	302
METHODOLOGY FOR ASSESSMENT AND MANAGEMENT OF INDUSTRIAL RISKS	
Hunchenko Oksana, Bereznytska Yuliia, Chernyshev Denys	311
THE RELATIONSHIP BETWEEN EMPLOYEES' PERCEPTION OF LEADERSHIP STYLES AND THEIR WORKING PERFORMANCE IN MSMES IN THE FEDERATION OF BOSNIA AND HERZEGOVINA	
Senad Bušatlić, Edvin Sinanović, Šemsudin Plojović, Senadin Plojović	320
THE CONCEPT OF A-MARKETING FOR MEASURING MARKETING PERFORMANCE WITHIN A COMPANY	
Cella-Flavia Buciuman	331
ANALYSING SUCCESSION MANAGEMENT CONTROL AND FINANCIAL VIABILITY	
Olatunji Fadeyi, Funminiyi Adeoye, Patrick Oladele, Micheal Afolayan, Chijioke Nwachukwu	344
ANALYSIS OF THE SAFETY CLIMATE AS AN IMPORTANT SEGMENT OF PROJECT EFFICIENCY: THE CASE OF INFRASTRUCTURE PROJECTS IN SERBIA	
Nenad Milijić, Ivan Mihajlović, Ivan Jovanović, Dejan Bogdanović, Anđelka Stojanović	356
EXPLOITATION-ECONOMIC ASPECTS OF SHREDDING OF PLANT- DERIVED BIOMASS FROM OIL-BEARING ROSE	
Ivan Zahariev, Dimitar Kehayov	372
PROBLEMS OF HOUSING IN POLAND AND IN THE EUROPEAN UNION	
Renata Stasiak - Betlejwska	377

ANALYSIS OF CORPORATE SOCIAL RESPONSIBILITY MANAGEMENT IN POLAND IN 2013-2018	
Małgorzata Idasiak,Renata Stasiak - Betlejewska	391
PERSONNEL OF HOSPITAL SATISFACTION IN THE LOYALTY ASPECT IN POLAND	
Joanna Rosak-Szyrocka	400
DIGITAL BUSINESS SERVICES CENTRE – AS THE FUTURE STATE OF MATURITY	
Robert Marciniak	411
MACHINE LEARNING METHODS IN STRATEGIC MANAGEMENT	
Krichevsky Mikhail, Serova Elena	422
FACTORS INFLUENCING THE TIMESHARE'S APPLICATION IN THE HOTEL PRODUCT OF THE BULGARIAN BLACK SEA COAST	
Georgina Lukanova, Hristina Filipova	432
THE INFLUENCE OF CORPORATE SOCIAL RESPONSIBILITY ON CONSUMERS BEHAVIOR IN SERBIA	
Anđelka Stojanović, Ivan Mihajlović, Isidora Milošević, Sanela Arsić, Predrag Đorđević	443
HOW DEMOGRAPHIC CHARACTERISTICS INFLUENCE THE FAILURE OF SMALL AND MEDIUM ENTERPRISES?	
Anđelka Stojanović, Ivan Mihajlović, Isidora Milošević, Nenad Milijić, Ivan Jovanović	454
EFFECTS OF INTERNAL AND EXTERNAL FACTORS ON THE BUSINESS OF SMES	
Isidora Milošević, Danijela Voza, Anđelka Stojanović, Sanela Arsić, Ivan MihajlovićMihajlović	461
FUTURE OF THE QUALITY, QUALITY MANAGEMENT – RISK OF (LOW QUALITY) QUALITY	
Ivan Litvaj, Mario Drbul, Jaroslava Svobodova	471
HUMAN RESOURCES IN 4.0 INDUSTRY	
Jaroslava Svobodova	478
THE IMPACT OF THE KNOWLEDGE MANAGEMENT FACTORS ON THE BUSINESS PERFORMANCE OF THE "CARNIVAL CRUISE LINES"	
Ivan Jovanović, Sanela Golubović	487

THE INFLUENCE OF THE KNOWLEDGE MANAGEMENT FACTORS ON THE REALIZATION AND ACHIEVING THE PROJECT GOALS AND BENEFITS IN PROJECT-BASED ORGANIZATIONS	7
Ivan Jovanović, Dejan Bogdanović, Nenad Milijić, Anđelka Stojanović	498
THE INFLUENCE OF ENTREPRENEURIAL ACTIVITIES ELEMENTS ON PROFITABILITY OF MSMES IN TRANSITIONAL ECONOMY	
Ivan Jovanović, Milica Veličković	510
SEMANTIC WEB TECHNOLOGIES FOR DATA ORGANIZING AND PROCESSING IN E-BUSINESS PROCESSES	
Ramona Markoska, Nikola Rendevski, Ilija Hristoski, Tome Dimovski	520
SETTING UP A SPIN-OFF COMPANIES IN THE ENVIRONMENT OF THE UNIVERSITY OF ŽILINA	
Veronika Šramová, Andrea Čorejová, Jaroslav Jaroš	530
MODELLING OF SWITCHGEAR RELIABILITY USING BAYESIAN NETWORKS BASED ON INTERVAL PROBABILITIES	
Jelena D. Velimirovic, Lazar Z. Velimirovic, Aleksandar Janjic	539
AN INTEGRATED METHOD OF ROUGH AHP AND PROMETHEE FOR MULTI-CRITERIA RANKING THE COPPER CONCENTRATE SMELTING PROCESSES	
Ivica Nikolić, Nenad Nikolić, Isidora Milošević, Nenad Milijić, Anđelka Stojanović	546
UNIVERSITY STUDENTS' ATTITUDE TOWARDS FAMILY BUSINESS: CASE STUDY SERBIA	
Milica Veličković, Ivan Jovanović	560
LATERAL CONCEPT OF MARKETING AS A STRATEGIC TOOL FOR ACHIEVING COMPETITIVE ADVANTAGE	
Anđela Mikić, Sonja Milojević	568
THE FUTURE OF ECO-ENTREPRENEURSHIP: THE EXPERIENCE OF THE EU AND OPPORTUNITIES IN RUSSIA	
Oksana Kozlova	576
REGIONAL DIFFERENCES IN EMPLOYMENT IN THE REPUBLIC OF SERBIA	
Aleksandra Fedajev, Radmilo Nikolić, Stefan Zimonjić	584
TEACHER'S PROFESSIONAL DEVELOPMENT - SCHOOL MANAGEMENT'S PERCEPTION	
Milica Gerasimović, Uglješa Bugarić	595

## XV International May Conference on Strategic Management – IMCSM19 May $24-26,\,2019,\,Bor,\,Serbia$

GENDER ASPECTS OF THE TAX SYSTEM - HUNGARIAN CASE	
Kata Kevehazi	600
FAMILY BUSINESS HEIR'S CAREER CHOICE IN EUROPEAN COUNTRIES	
Predrag Ljubotina	608
MODERN STRATEGIES FOR TRANSITION TO E-GOVERNMENT THROUGHCHANGES IN ADMINISTRATION	
Mansur Jaba, Najib Tanish, Majdi Alashhb	617