

University Business Academy in Novi Sad
Faculty of Applied Management, Economy and Finance Belgrade




MEFKON20

INNOVATION AS AN INITIATOR OF THE DEVELOPMENT

BOOK OF ABSTRACTS

I N N O V A T I O N S



December 3rd
Belgrade, 2020

University Business Academy in Novi Sad
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**INTERNATIONAL SCIENTIFIC & PROFESSIONAL
CONFERENCE**

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Digital Edition

December 3rd
Belgrade, 2020

Publisher:

Faculty of Applied Management, Economics and Finance
Belgrade

For the Publisher:

Tomislav Brzaković, PhD, Dean
Miodrag Brzaković, PhD, Council President

Editors:

Darjan Karabašević, PhD
Svetlana Vukotić, PhD
Gabrijela Popović, PhD

Technical editors:

Sanja Anastasija Marković, MSc
Vuk Mirčetić, MSc

Design:

Strahinja Vidojević, BSc

Print:

Faculty of Applied Management, Economics and Finance Belgrade

Number of copies:

100

ISBN 978-86-84531-51-5

The impact of organizational culture in the service sector

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Abstract: The end of the 20th century saw a rise in the importance and role of the service sector both in developed, and developing countries. Considering the omnipresence and the generated impact of the service economy, it is necessary to analyze the various factors which could affect the quality of services, as well as the creation of a comparative advantage among service organizations. The impact of organizational culture on the performance of a company in the service sector is unquestionable. Every company defines its culture in relation to the way it wants to position itself on the market, and it is precisely this fact that is the topic of the current study. At the same time, by acknowledging different approaches, which sometimes vary from company to company, room is created for new studies and for innovations, as is the case in this study. Distinctions between the organizational cultures of different companies emerge primarily based on their relations to their end users, their employees, the media, as well as on their readiness to take on risk. It is at the same time this distinction that makes it possible to distinguish one company from another. The assumption is that a strong organizational culture leads to positive business results. The data obtained during the course of this study speak in favor of service sector organizations benefitting the most from a type of organizational culture characterized by innovation, a well-developed and defined system of values, access to information, a constant flow of ideas, team work, the loyalty of the employees, the loyalty of the organization towards its clients and a heightened sense of responsibility. The final conclusion to be drawn is that of the double role of corporate culture in service organizations. One segment of these relations refers to maximal respect for the clients, and the other to maximal respect for the employees.

Keywords: Service economy, organizational culture, the service sector, comparative advantage, business results

CIP – Каталогизација у публикацији
Народна библиотека Србије, Београд

001.895(048)(0.034.2)
004:007(048)(0.034.2)
316:[007:004(048)(0.034.2)
004.738.5(048)(0.034.2)
004:007(048)(0.034.2)
330.341.1(048)(0.034.2)

**INTERNATIONAL scientific & professional conference MEFkon
Innovation as an initiator of the development (2020 ; Beograd)**

Book of abstracts [Elektronski izvor] / International scientific & professional conference MEFkon 2020 Innovation as an initiator of the development, December 3rd Belgrade, 2020 ; [organizer] Faculty of Applied Management, Economics and Finance ; [editors Darjan Karabašević, Svetlana Vukotić, Gabrijela Popović]. - Belgrade : Faculty of Applied Management, Economy and Finance, 2020 (Belgrade : Faculty of Applied Management, Economy and Finance). - 1 електронски оптички диск (CD-ROM) ; 12 cm : текст, слика

Sistemski zahtevi: Nisu navedeni. - "Suitably to the theme and the goal of the scientific conference, the two sessions are established: Session 1 - Innovations - development prospects (Thematic Proceedings), and Session 2 - Innovative activities - contemporary challenges and solutions (International Conference Proceedings)." --> predgovor. - Tiraž 100. - Foreword / editors.

ISBN 978-86-84531-51-5

а) Иновације -- Технолошки развој -- Апстракти б) Информациона технологија -- Социолошки аспект -- Апстракти в) Информациони системи -- Апстракти г) Интернет -- Апстракти

COBISS.SR-ID 28504329

