



[www.eman-conference.org](http://www.eman-conference.org)

# BOOK OF ABSTRACTS





**3<sup>rd</sup> INTERNATIONAL SCIENTIFIC CONFERENCE  
EMAN 2019**

***EMAN 2019 – Economics & Management:  
How to Cope With Disrupted Times***

**BOOK OF ABSTRACTS**

**Ljubljana, Slovenia  
March 28, 2019**

**International Scientific Conference EMAN – Economics & Management: How to Cope with Disrupted Times**  
**ISSN 2683-4510**  
**Book of Abstracts (part of EMAN conference collection)**

**Editor**

Vuk Bevanda, PhD, Associate Professor, Faculty of Business Studies, Megatrend University, Belgrade, Serbia

**Scientific Committee:**

1. Nimit Chowdhary, PhD, Full-Time Professor, Indian Institute of Tourism and Travel Management (IITTM), Gwalior, India
2. Dietmar Roessl, PhD, Full-Time Professor, Director, Vienna University of Economics and Business; Institute for SME Management and Entrepreneurship, Vienna, Austria
3. Ulas Akkucuk, PhD, Associate Professor, Bogazici University, Department of Management, Istanbul, Turkey
4. Rasto Ovin, PhD, Full-Time Professor, Dean, DOBA Business School, Maribor, Slovenia
5. Venelin Boshnakov, PhD, Associate Professor, University of National and World Economy - UNWE, Sofia, Bulgaria
6. Emilia Madudova, PhD, Associate Professor, University of Žilina, Žilina, Slovakia
7. Tatyana Yu. Anopchenko, PhD, Full-Time Professor, Dean, Faculty of Management, Southern Federal University (SFEDU), Rostov-on-Don, Russia
8. Dejan Spasić, PhD, Assistant Professor, Faculty of Economics, University of Niš, Department of Accounting and Auditing, Niš, Serbia
9. Mirjana Nedović, PhD, Professor, Vice-Dean, College of Applied Sciences “Lavoslav Ružička”, Vukovar, Croatia
10. Nejlja Peka, PhD, Associate Professor, Legal Expert, Department of Legislation, Monitoring of Programs and Anticorruption, Prime Minister’s Office – Albania
11. Amina Nikolajev, PhD, Assistant Professor, Law Faculty, University of Sarajevo, Bosnia and Hercegovina
12. Miro Simonič, PhD, Professor, High School of Economics in Murska Sobota, Faculty of Commercial and Business Sciences (FKPV) in Celje, Slovenia
13. Borislava Stoimenova, PhD, Assistant Professor, University of National and World Economy, Department of Marketing and Strategic Planning, Sofia, Bulgaria
14. Elena Gayko, PhD, Associate Professor, Russian Customs Academy, Moscow, Russian Federation
15. Stefan O. Grbenic, PhD, Assistant Professor, Institute of Business Economics and Industrial Sociology, Graz University of Technology, Graz, Austria
16. Emil Velinov, PhD, Assistant Professor, Riga International School of Economics and Business Administration, Latvia
17. Slagjana Stojanovska, PhD, Associate Professor, Integrated Business Faculty - Skopje, Macedonia
18. Dragan Mihajlović, PhD, Full-Time Professor, Dean, Faculty of Management in Zaječar, University John Naisbitt, Serbia
19. Džejn Paunković, PhD, Full-Time Professor, Vice-Dean, Faculty of Management in Zaječar, University John Naisbitt, Serbia
20. Bojan Đorđević, PhD, Associate Professor, Vice-Dean, Faculty of Management in Zaječar, University John Naisbitt, Serbia
21. Biljana Gjozinska, PhD, Assistant Professor, Integrated Business Faculty - Skopje, Macedonia
22. Armand Faganel, PhD, Assistant Professor, Head of the Marketing Department, University of Primorska, Faculty of Management, Koper, Slovenia
23. Aneta Vasiljević Sikaleska, PhD, Assistant Professor, Integrated Business Faculty - Skopje, Macedonia
24. Maja Meško, PhD, Associate Professor, Department of Management, University of Primorska, Faculty of Management, Koper, Slovenia
25. Danila Djokić, PhD, Associate Professor, Law Department, University of Primorska, Faculty of Management, Koper, Slovenia
26. Borut Kodrič, PhD, Assistant Professor, Department of Research Methodology in Social Sciences, University of Primorska, Faculty of Management, Koper, Slovenia

**Organizational Committee:**

*Anton Vorina, PhD, Professor*

*Uroš Mirčević, Ing.*

*Nikolina Vrčelj, PhD candidate*

*Nevena Vrčelj, PhD student*

*Ivana Mirčević, BSc*

*Goran Stevanović, BSc*

**Published by:**

1. *Association of Economists and Managers of the Balkans, Belgrade, Serbia;*
2. *Faculty of Management Koper – Koper, Slovenia;*
3. *DOBA Business School - Maribor, Slovenia;*
4. *Integrated Business Faculty - Skopje, Macedonia;*
5. *Faculty of Management - Zaječar, Serbia*

**Printed by:**

*All in One Print Center, Belgrade*

**Belgrade, 2019**

**ISSN 2683-4510**

**ISBN 978-86-80194-18-9**

CIP - Katalogizacija u publikaciji  
Narodna biblioteka Srbije, Beograd  
330.1(048)  
005(048)  
34(048)  
62(048)  
502(048)

INTERNATIONAL Scientific Conference EMAN Economics & Management: How to Cope With Disrupted Times (3 ; 2019 ; Ljubljana)

Economics & Management: How to Cope With Disrupted Times : book of abstracts / The 3rd International Scientific Conference EMAN 2019, Ljubljana, Slovenia March 28, 2019 ; [organized by] Association of Economists and Managers of the Balkans ... [et al.] ; [editor Vuk Bevanda]. - Belgrade : Association of Economists and Managers of the Balkans ; Koper : Faculty of Management ; Maribor : Doba Business School ; Skopje : Integrated Business Faculty ; Zaječar : Faculty of Management, 2019 (Beograd : All in One Print Center). - XXII, 64 str. ; 30 cm

Apstrakti na više jezika. - Tiraž 100.

ISBN 978-86-80194-18-9

a) Menadžment -- Apstrakti b) Ekonomija -- Apstrakti v) Pravo -- Apstrakti g) Tehnologija -- Apstrakti d) Životna sredina -- Apstrakti  
COBISS.SR-ID 281064204

## THE IMPACT OF STRATEGIC MANAGEMENT ON CUSTOMER SATISFACTION IN THE FOOD SERVICE QUALITY IN CANTON SARAJEVO

Ferda Gursel<sup>1</sup>  
Senad Busatlić<sup>2</sup>  
Sonja Ketin<sup>3</sup>  
Semsudin Plojović<sup>4</sup>

**Abstract:** *This study can help to explore and measure food service quality, and the effect of strategic management factor on the foodservice industry in Bosnia and Herzegovina, and level their impacts on customer satisfaction. The food service sector has many components which shape and constitute customer satisfaction. They range from customer feedback, food quality, presentation, ambiance, service, cleanliness and many other tangible and intangible elements. In this research, the customer's satisfaction with food service quality has been investigated. The relevant survey of this study was based on the proposed questions and their answers to the level of satisfaction from the services in the restaurants. This research is suggesting whether the food service quality has an impact on customer satisfaction, and the degree of its significance is presented. This study was structured in two parts – as a literature review and survey research. The data were collected primarily by considering the quality. The period of collecting the data from adapting to the questionnaire and applications of the samples for employing the modified version took eight months. The participants were the customers, who were chosen randomly, in the restaurants and cafes in Sarajevo. 120 surveys applied in this research, the diversity of restaurants and cafes were also chosen randomly, by considering the equal diversities, such as luxury restaurants, fast food restaurants, and cafes which serve foods. The data were analyzed by using SPSS statistic software for descriptive statistic, for variance analysis by ANOVA, Turkey and t-test methods and for analyzing of significant differences by Post Hoc LSD and Levene's tests. According to survey results, the customers are seen as satisfied with the quality of foods and their tastiness and also attributes of restaurants. However, they stated that the service quality in the restaurants needs to be improved. Particularly, while increasing the income and age of participants, their expectations from the service standards and restaurant attributes and conveniences have been increased. The participants who prefer a longer time to spend in the restaurant, also care more about the ambiance of restaurants and feeling comfortable themselves while staying there. And, the most of reasons for going to the restaurant is for a social occasion. And interestingly, 57% of participants are going "rarely" to restaurants, and 42% of participants have less than 1000 KM per month; the two results can be evaluated together to explain the reasons of each other.*

**Keywords:** *Food industry, food service, service quality, restaurant management, strategic management, customer satisfaction.*

---

<sup>1</sup> International University of Sarajevo, Bosnia & Herzegovina

<sup>2</sup> International University of Sarajevo, Bosnia & Herzegovina

<sup>3</sup> Faculty of Technical Science, Novi Sad, Serbia

<sup>4</sup> International University of Sarajevo, Bosnia & Herzegovina

