XXII International May Conference on Strategic Management
- IMCSM26 -

BOOK OF ABSTRACTS

May, 2026

XXII INTERNATIONAL MAY CONFERENCE ON STRATEGIC MANAGEMENT

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Belgrade, May 2026

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CIP - Каталогизација у публикацији
Народна библиотека Србије, Београд

005.5(048)(0.034.2)
005.7:004(048)(0.034.2)
005:502.131.1(048)(0.034.2)

INTERNATIONAL May Conference on Strategic Management (22 ; 2026 ; Beograd)
Book of abstracts [Elektronski izvor] / XXII International May Conference on Strategic Management – IMCSM26, May 2026, [Belgrade] ; [editor-in-chief Đorđe Nikolić]. - Bor : University of Belgrade, Technical Faculty, Engineering Management Department, 2026 (Rača : Presing). - 1 USB fleš memorija ; 9 x 6 cm : tekst, slika. - (Edition IMCSM Proceedings ; vol. 22, issue (1) (2026), ISSN 2620-0597)

Sistemski zahtevi: Nisu navedeni. - Nasl. sa naslovne strane dokumenta. - Tiraž 100

ISBN 978-86-6305-167-6

а) Стратешки менаџмент -- Апстракти б) Предузећа -- Управљање -- Апстракти в) Информациони системи -- Менаџмент -- Апстракти г) Одрживи развој -- Управљање -- Апстракти

COBISS.SR-ID 194411529

Conference is financially supported by the Ministry of Science, Technological development and Innovation of the Republic of Serbia

Konferencija je finansijski podržana od strane Ministarstva nauke, tehnološkog razvoja i inovacija Republike Srbije

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DEMOGRAPHIC CHARACTERISTICS IMPACT ANALYSIS ON PERCEIVED RISK IN ONLINE SHOPPING

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Abstract: Online shopping has become a crucial part of today's digital marketplace, but due to concerns about product quality, payment security, privacy, delivery, and scheduling, customers often view it as risky. This paper focuses on assessing and ranking the key perceived risks in online shopping using a modified FMEA methodology. The research covers five critical dimensions: product, security, privacy, time, and delivery risks. On a sample of 94 respondents, by calculating Risk Priority Numbers (RPNs) on the basis of probability, severity, and the possibility of detection, the quantification of users' subjective attitudes was carried out. Methodological validity was confirmed by the high value of the Cronbach's alpha coefficient, while MANOVA and multiple linear regression analysis were used to examine the influence of respondents' demographic characteristics on the overall level of perceived risk. The results indicate the absence of a statistically significant influence of demographic variables, thus affirming the thesis about the universality of perceived risks within the observed sample. Online shops should use the data to identify major perceived risks and create focused initiatives to reduce them, which will increase customer satisfaction and trust.

Keywords: online shopping, perceived risk, modified FMEA, Risk Priority Number (RPN), MANOVA

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