



FACULTY OF ECONOMICS – PRILEP, NORTH MACEDONIA



International Scientific Conference on Economy, Business & Society in Digitalized Environment (EBSiDE 2022)

FACULTY OF ECONOMICS – PRILEP, NORTH MACEDONIA

International Scientific Conference: Economy, Business & Society in Digitalized Environment (EBSiDE 2022)

23rd – 25th September 2022, Prilep

AGENDA

Friday, September 23rd 2022

16.30	REGISTRATION OF PARTICIPANTS
17.00	OPENING CEREMONY
	Welcome speeches
17.15	KEYNOTE SPEECH
	Keynote Speaker: Professor Dr. Rasim Yilmaz , Faculty of Economics and Administrative Sciences, Namik Kemal University, Tekirdag - Turkey
17.30	KEYNOTE SPEECH
	Keynote Speaker: Dr. Gligor Bishev , Chairman of the Council for Education and Strategic Research, Chamber of Commerce, Skopje, North Macedonia
17.45	KEYNOTE SPEECH
	Keynote Speaker: Professor Dr. Željko Stojanov , Technical Faculty "Mihajlo Pupin" - Zrenjanin, University of Novi Sad, Serbia
19.00	Gala Dinner – Hotel Salida 1, Prilep



Saturday, September 24th 2022

09:00–10:00	REGISTRATION OF PARTICIPANTS
PARALLEL SESSION I: Amphitheater 1	
10.00–11.30	Panel 1 Moderators: <i>prof. Mario Pečarić, prof. Marina Blazhekovikj Toshevski</i> ANALYZING THE IMPORTANCE OF THE BANK LOANS A FINANCING SOURCES OF SMEs BETWEEN KOSOVO AND NORTH MACEDONIA <i>Filloreta Kunoviku Demiri, Qazim Tmava, Ajtene Avdullahi</i> CHALLENGES OF THE INTRODUCTION OF THE DIGITAL EURO - SEARCH FOR A COMPATIBILITY MODEL FOR NORTH MACEDONIA <i>Mario Pečarić, Andrej Ilievski</i> THE IMPACT OF FINANCIAL EDUCATION ON THE SAVINGS, FINANCIAL DEVELOPEMENT AND ECONOMIC GROWTH <i>Dance Nikolovska Vrateovska, Snezhana Mojsoska, Keti Nikoloska</i> DESIGN OF A FINANCIAL DATABASE FOR STORING FINANCIAL STATEMENTS' DATA <i>Ilija Hristoski, Tatjana Spaseska, Dragica Odzaklieska, Tome Dimovski</i> THE USE OF ALTERNATIVE PAYMENT METHODS AS A RESULT OF COVID 19 <i>Marina Blazhekovikj Toshevski, Stevcho Dimeski</i> THE IMPORTANCE OF PUBLIC BANKS IN TURKEY IN THE COVID 19 PANDEMIC <i>Halil İbrahim Yavuz</i>
11.30–12.00	Coffee break



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12.00–14.00

Panel 2

THE IMPACT OF STRATEGIES FOR ADVANCING E-BANKING ON CREATING LOYAL CLIENTS IN BANKS IN THE REPUBLIC OF NORTH MACEDONIA

Dragica Tomeska, Margarita Janeska, Karolina Ilieska

METHODS FOR VALUING STOCKS

Igor Zdravkoski, Ljupce Markusheski, Zoran Vasileski, Miroslav Andonovski

THE IMPORTANCE OF AUDITOR'S REPORT

Slavica Blazheva, Pece Nikolovski, Katerina Mircheska, Maja Malakovska

MUNICIPAL BONDS - OPPORTUNITY TO FINANCE PROJECTS OF PUBLIC INTEREST

Fanka Risteska, Aneta Risteska Jankuloska, Miroslav Gveroski

MIRRELESIAN OPTIMAL TAXATION: THEORY AND NUMERICAL SOLUTIONS

Dushko Josheski

THE DETERMINANTS OF NON-PERFORMING LOANS: THE CASE OF BALKAN COUNTRIES

Vesel Usaj

ECONOMIC AND FINANCIAL ANALYSIS OF THE MANAGEMENT OF PUBLIC HEALTH INSTITUTIONS IN THE REPUBLIC OF NORTH MACEDONIA

Artan Hamiti

MACROECONOMIC DETERMINANTS OF NON-PERFORMING LOANS IN THE REPUBLIC OF NORTH MACEDONIA

Tatjana Spaseska, Ilija Hristoski, Dragica Odzaklieska, Fanka Risteska

THE ROLE OF THE GATS ON REINSURANCE SERVICES: REPUBLIC OF NORTH MACEDONIA CASE

Sokol Berisha, Burim Gashi



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IS IT POSSIBLE TO GET NEW INVESTORS BY IMPROVING ESG CRITERIA

Fitim Salihi, Shpetim Fejzulai

Discussion & Closing remarks

14.00–15.00

Lunch break

PARALLEL SESSION II:

Amphitheater 5

10.00–11.30

Panel 1

Moderators: **prof. Aleksandar Naumoski, prof. Emilija Gjorgjioska**

METHODOLOGICAL ISSUES IN MEASURING COUNTRIES INFLATION

Vera Karadjova, Aleksandar Trajkov, Cvetko Andreeski

DETERMINANTS OF CORPORATE GROWTH OF THE SOUTHEAST EUROPEAN COMPANIES

Aleksandar Naumoski

ANALYSIS OF DIGITALIZATION INDICATORS IN THE REPUBLIC OF NORTH MACEDONIA

Dejan Zdraveski, Margarita Janeska

ANALYSIS OF THE REGIONAL E-GOVERNMENT DEVELOPMENT IN THE VARDAR PLANNING REGION

Mimoza Bogdanoska Jovanovska, Megi Vasileska, Zoran Kotevski, Natasa Blazeska-Tabakovska

THE IMPACT OF THE CORONA CRISIS UPON PUBLIC DEBT OF THE REPUBLIC OF NORTH MACEDONIA

Filip Petreski, Filip Taskovski, Mimi Gavriloska

THE IMPACT OF THE WAR CRISIS IN UKRAINE ON INFLATION IN THE REPUBLIC OF NORTH MACEDONIA

Filip Taskovski, Filip Petreski, Mimi Gavriloska



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ONLINE LEARNING ADOPTION DURING COVID-19 PANDEMIC –
THE EXPERIENCE OF THE UNDERGRADUATE STUDENTS IN
NORTH MACEDONIA

*Kalina Trenevaska Blagoeva, Marina Mijoska, Marija Trpkova-
Nestorovska*

TOWARDS IMPROVING EMPLOYEE MOTIVATION IN REPUBLIC OF
NORTH MACEDONIA BEYOND THE PANDEMIC

*Hristina Gjelevska, Monika Angeloska-Dichovska, Renata Petrevska
Nechkoska*

WINE TRADE DYNAMICS OF NORTH MACEDONIA

David Saltamarski

11.30–12.00 **Coffee break**

12.00–14.00 **Panel 2**

THE IMPACT OF SOCIAL MEDIA USE ON EMPLOYEE WORK
PERFORMANCE

*Monika Angeloska-Dichovska, Renata Petrevska Nechkoska, Marjan
Angeleski, Meri Boshkoska*

ALTERNATIVE DISPUTES RESOLUTION FOR CONSUMERS IN THE
EUROPEAN UNION

Emilija Gjorgjioska, Dijana Gorgieva, Zorica Stoileva

THE RELATIONSHIP BETWEEN ORGANIZATIONAL JUSTICE AND
EMPLOYEE SILENCE: A STUDY ON PUBLIC EMPLOYEES

Ayşe Yavuz

FUNCTIONS AND ROLE OF ECONOMIC DIPLOMACY AND
ECONOMIC SECURITY WITH A SPECIAL REVIEW OF NORTH
MACEDONIA

Zoran Vasileski, Igor Zdravkoski

Discussion & Closing remarks

14.00–15.00 **Lunch break**



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PARALLEL SESSION III:
Classroom 1

10.00–11.30

Panel 1

Moderators: *prof. Dancho Petrov, prof. Violeta Gligorovski*

MICRO-ENTERPRISES IN BULGARIA - TOWARDS HIGH-GROWTH ORIENTED DEVELOPMENT

Dancho Petrov

APPLICATION OF INFORMATION AND COMMUNICATION TECHNOLOGIES BY SMALL ENTERPRISES - PRACTICES AND PERSPECTIVES

Evgenija Tonkova

PREVAILING LEADERSHIP STYLES AND GENDER PERSPECTIVE IN THE MACEDONIAN RETAIL INDUSTRY IN REPUBLIC OF NORTH MACEDONIA

Gordana Jakimovska, Makedonka Dimitrova, Elena Bundaleska

IMPACT OF INFORMATION SYSTEMS ON QUALITATIVE MANAGEMENT OF PROJECT CYCLE PHASES

Vehbi Ramaj

CIRCULAR ECONOMY – BARRIERS AND CHALLENGES

Aneta Risteska Jankuloska, Miroslav Gveroski

CIRCULAR ECONOMY – CONCEPT FOR SUSTAINABLE FUTURE

Katerina Bojkovska, Elizabeta Tosheva, Monika Angeloska-Dichovska, Lela Ivanovska

11.30–12.00

Coffee break

12.00–13.30

Panel 2

FUTURISTIC TOOLS FOR HUMAN RESOURCES THAT WILL DOMINATE IN THE FUTURE

Violeta Gligorovski



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MODELING AND SIMULATION OF THE BUSINESS PROCESS

Ljupche Markusheski, Igor Zdravkoski, Aleksandra Jovanoska, Zoran Vasileski

BRAND PERSONALITY AS A MARKETING CONCEPT

Dushica Nedelkoska

STRATEGIC APPROACH FOR DEVELOPMENT OF INNOVATIONS IN THE COMPANIES

Ena Petreska

BOOST YOUR BRAND IMAGE WITH DIGITAL MARKETING

Natasha Miteva, Dushica Popova

Discussion & Closing remarks

10.00–14.00

PARALLEL SESSION IV:

(ON LINE SESSION)

Link to the session

<https://meet.google.com/don-ahiz-rpr>

10.00–11.30

Panel 1

Moderator: *prof. Renata Petrevska Nechkoska*

CONSUMER PROTECTION IN CONCLUDING ELECTRONIC CONTRACTS IN TERMS OF COVID-19 PANDEMIC

Jordan Delev, Emilija Gjorgjioska

DEVELOPING TURKEY'S STRATEGIES AGAIST THE GLOBAL FOOD CRISIS

Gökhan Unakitan

IDENTIFYING CUSTOMERS VALUE IN CHAIN HYPERMARKETS: SMART MARKETS

Yasemin Oraman, M. Omer Azabagaoglu

IMPORTANCE AND PLACE OF DIGITAL MARKETING IN IMPROVEMENT OF WOMAN COOPERATIVES

Burçin Başaran, Yasemin Oraman



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IS E-COMMERCE GOOD OPPORTUNITY FOR MARKETING OF REGIONALLY PRODUCED AND BRANDED AGRICULTURAL PRODUCTS?

M. Omer Azabagaoglu, Yasemin Oraman, Rıza Erol

THE ROLE OF HUMAN RESOURCES MANAGEMENT IN IMPROVING PUBLIC ADMINISTRATION PERFORMANCE

Petruta Ionela Stanca, Cătălina Sitnikov, Costinel Cristian Militaru, Ionuț Riza

THE IMPORTANCE OF HUMAN RESOURCES IN ROMANIAN EDUCATION FROM THE PERSPECTIVE OF THE MAIN COMPONENTS THAT DEFINE THE EDUCATIONAL MANAGEMENT SYSTEM

Ionela Stanca Petruta, Mariana Paraschiva Olaru, Laura Vasilescu, Ionela Staneci

11.40–13.15 **Panel 2**

DIGITALIZATION OF BUSINESS IN THE EUROPEAN UNION - STATE AND PRIORITIES

Zoya Ivanova, Ivan Marinov

STATISTICAL EVALUATION OF E-COMMERCE IN THE EUROPEAN UNION AND NORTH MACEDONIA

Lubomir Ivanov, Margarita Shopova, Evgeni Ovchinnikov

PAY PERCEPTION AND EMPLOYEES INTENT TO LEAVE, STUDY OF THE MACEDONIAN NON-BANKING FINANCIAL SECTOR

Ivana Panova, Ana Tomovska Misoska, Elena Bundaleska, Snezana Hristova

RISING INTEREST RATES REDUCE INFLATION, AN EMPIRICAL STUDY FOR THE REPUBLIC OF NORTH MACEDONIA

Milica Milosheska Gavrovska

HOW DO FIRMS AND GOVERNMENTS RESPOND TO EXTERNAL SHOCKS? A SYSTEMATIC LITERATURE REVIEW

Kaltrina Bajraktari, Natasha Trajkova, Olivera Kostoska



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THE ROLE AND SIGNIFICANCE OF THE CAPITAL MARKET FOR FINANCING BUSINESSES

Shpetim Fejzulai

SOCIAL MEDIA AND LOCAL SELF-GOVERNMENT: AN EFFECTIVE WAY OF INFORMING AND COMMUNICATING WITH CITIZENS IN THE PROCESS OF DELIVERING MUNICIPAL SERVICES

Tane Dimovski

13.30–14.30 **Panel 3**

THE IMPACT OF MOBILE APPLICATIONS ON HOTEL SERVICE QUALITY

Dušan Mandić, Aleksa Panić, Maja Obradović

THE IMPACT OF DIGITAL TRANSFORMATION ON THE RETAIL FOOD BUSINESS

Simeonka Petrova

WOMEN'S ENTREPRENEURSHIP IN RURAL AREAS IN TURKEY

Bağnu Çolakoğlu, Emine Yılmaz, Gülen Özdemir

THE IMPACT OF THE COVID-19 PANDEMIC ON THE LABOR PRODUCTIVITY IN NORTH MACEDONIA

Kastiot Dauti

Recorded video presentations

FINANCING ROMANIAN SMEs - CHALLENGES AND OPPORTUNITIES DURING THE PANDEMIC CRISIS

Laura Vasilescu, Catalina Sitnikov

LSTM FORECASTING ON THE MACEDONIAN STOCK EXCHANGE

Davor Jovanoski

EVALUATION OF LEGAL FRAMEWORK OF FUNCTIONAL FOODS IN DIFFERENT COUNTRIES: A LITERATURE REVIEW

Fatma Pelin Erel, Yasemin Oraman



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14.10–14.30 **Discussion**

Poster session

GENERATION CLEAN: REDEFINING HOSPITALITY MARKETING PROMOTIONS

Cvetanka Ristova Maglovska

THE IMPACT OF SALARY GROWTH ON INFLATION: CASE STUDY - REPUBLIC OF NORTH MACEDONIA

Shiret Elezi, Milena Boskoska Klisaroski, Marija Midovska Petkoska