



FACULTY OF ECONOMICS – PRILEP, NORTH MACEDONIA



International Scientific Conference on Economy, Business & Society in Digitalized Environment (EBSiDE 2024)

FACULTY OF ECONOMICS – PRILEP, NORTH MACEDONIA

**International Scientific Conference:
Economy, Business & Society in Digitalized
Environment (EBSiDE 2024)**

September 20th – 22nd, Prilep

AGENDA

Friday, September 20th 2024

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| 17:30 | REGISTRATION OF PARTICIPANTS Main hall |
| 18:00 | OPENING CEREMONY Amphitheater 1 |
| | WELCOME SPEECHES |
| 18:15 | KEYNOTE SPEECH Keynote speaker: Professor Dr. Mario Pečarić , Faculty of Economics, Business and Tourism, University of Split, Split, Croatia |
| 18:30 | KEYNOTE SPEECH Keynote speaker: Professor Dr. Snežana Radukić , Faculty of Economics, University of Niš, Niš, Serbia |
| 18:45 | KEYNOTE SPEECH Keynote speaker: Dr. Gligor Bishev , President of the Fiscal Council of North Macedonia, Skopje, North Macedonia |
| 19:00 | GALA DINNER “The Point”, Prilep Coordinates: 41.333127, 21.549233 41° 19' 59.2572" N, 21° 32' 57.2388" E |





Saturday, September 21st 2024

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| 10:00–10:30 | REGISTRATION OF PARTICIPANTS |
| | PARALLEL SESSION I Amphitheater 1 |
| 10:30–12:30 | <p>Moderators: <i>Prof. Dr. Helena Blažić Pečarić, Prof. Dr. Marina Blazhekovikj Toshevski</i></p> <p>PERSONAL INCOME TAX IN CROATIA AND NORTH MACEDONIA: A COMPARATIVE ANALYSIS <i>Helena Blažić Pečarić, Kristina Kregar</i></p> <p>EMPIRICAL EVALUATION OF GOVERNMENT EFFECTIVENESS AND REGULATORY QUALITY INFLUENCE ON BANKING SYSTEM STABILITY: EVIDENCE FROM WESTERN BALKANS ECONOMIES <i>Milaim Mehmeti, Qazim Tmav, Esat Durguti, Filloreta Kunoviku Demiri</i></p> <p>THE ROLE OF ACCOUNTING IN MEASURING THE EFFECTS OF DIGITAL MARKETING IN SOCIAL ENTERPRISES <i>Srđan Lalić, Lazar Radovanović, Dejan Tešić, Lidija Mitrašević</i></p> <p>CAPITAL STRUCTURE DETERMINANTS IN CROATIAN TRADE COMPANIES <i>Mira Dimitrić, Ivana Tomas Žiković, Marija Sarkotić</i></p> <p>ANALYSIS OF THE PAYMENT SPHERE IN THE MACEDONIAN BANKING SECTOR <i>Marina Blazhekovikj Toshevski, Stevcho Dimeski</i></p> <p>THE FINANCIAL MANAGEMENT ASPECTS OF IMPLEMENTING ADVANCED TECHNOLOGY IN THE DAIRY INDUSTRY OF REPUBLIC OF NORTH MACEDONIA <i>Nikolche Jankulovski, Dragica Odzaklieska, Tatjana Spaseska</i></p> <p>METHODS AND ANALYSIS OF THE INCOME STATEMENT - A POSITIVE INDICATOR IN THE OPERATION OF BUSINESS ENTITIES <i>Igor Zdravkoski, Pece Nikolovski, Miroslav Andonovski, Zoran Vasileski</i></p> |



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| | <p>CAN WE MEASURE HOW FAIR IS A JUST ENERGY TRANSITION? <i>Yiannis Karagiannis, Konstantinia Nikolaidou, Despoina Kanteler, Lefteris Topaloglou</i></p> <p>EXPLORING DELIBERATIVE DEMOCRACY MODELS IN JUST ENERGY TRANSITIONS <i>Foteini Pliatsika, Sofia Pavlidou, Dimitris Kallioras, Lefteris Topaloglou</i></p> <p>FROM THEORY TO PRACTICE: IMPLEMENTING THE CONTEMPORARY BALANCED SCORECARD IN NORTH MACEDONIA PUBLIC SECTOR ORGANIZATIONS <i>Fiona Jusufi</i></p> |
| 12:15–12:30 | Discussion & closing remarks |
| 12:30–13:30 | Cocktail Main hall |

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| <p>PARALLEL SESSION II Amphitheater 5</p> | |
| 10:30–12:30 | <p>Moderators: <i>Prof. Dr. Filloreta Kunoviku Demiri, Prof. Dr. Dejan Zdraveski</i></p> <p>THE IMPORTANCE OF JUDICIAL EFFECTIVENESS AND GOVERNMENT INTEGRITY IN THE EXPORT OF COMMERCIAL SERVICES: THE CASE OF SOUTHEAST EUROPE <i>Filloreta Kunoviku Demiri, Esat Durguti, Ajtene Avdullahi, Besë Sadikaj, Arif Krasniqi</i></p> <p>ON THE MACHINE LEARNING AND MACROECONOMIC FORECASTING: AN OVERVIEW OF LITERATURE <i>Olivera Kostoska, Marjan Angeleski, Ljupco Kocarev</i></p> <p>KANTIAN ECONOMICS, IMPURE ALTRUISM, BERGE EQUILIBIRUM, ARROW-LIND PRINCIPLE, WITH LINEAR-COST EQUILIBIRUM <i>Dushko Joseski, Natasha Miteva, Tatjana Boshkov</i></p> |



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FROM GLOBAL GOALS TO LOCAL IMPACT: CREATING A PATH FOR JUST ENERGY TRANSITIONS THROUGH SDGs' LOCALIZATION
Konstantinia Nikolaidou, Ioannis Karagiannis, Dionisios Giannakopoulos, Lefteris Topaloglou

TECHNOLOGY, POLICY AND INVESTMENTS IN THE ENERGY TRILEMMA CONTEXT: THE ROLE OF A JUST ENERGY TRANSITION OBSERVATORY HUB
Nikos Tourlis, Despoina Kanteler, Fenia Pliatsika, Lefteris Topaloglou

SMEs AND GREEN ECONOMY CONCEPT – CASE OF NORTH MACEDONIA
Aneta Risteska Jankuloska, Dushko Josheski

OPTIMIZING INVESTMENT UTILIZATION IN ENERGY TRANSITION REGIONS VIA DECISION-MAKING TOOLS
Sofia Pavlidou, Rafaella Eleni Sotiropoulou, Despoina Kanteler, Panagiotis Pantazis Spyros Niavis

THE IMPACT OF EMOTIONAL INTELIIGENCE ON BUSINESS DECISION PROCESS
Violeta Gligorovski, Monika Angeloska Dichovska, Margarita Janeska, Dejan Zdraveski

12:15–12:30 **Discussion & closing remarks**

12:30–13:30 **Cocktail**
Main hall



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PARALLEL SESSION III

Classroom 7

10:30–12:30

Moderators:

Prof. Dr. Evgeniya Tonkova, Prof. Dr. Emilija Gjorgjioska

OPPORTUNITIES FOR USING ARTIFICIAL INTELLIGENCE IN SMALL BUSINESS

Evgeniya Tonkova

IMPROVING BUSINESS ENGLISH PROFICIENCY FOR EFFECTIVE BUSINESS COMMUNICATION

Nikola Dimeski

THE APPLICATION AND EFFECTIVENESS OF E-MARKETING IN MACEDONIAN COMPANIES

Ena Petreska Tomeska, Karolina Ilieska, Margarita Janeska

THE QUALITY OF INFORMATION IN HIGHER EDUCATION INSTITUTION – A CASE STUDY

Stefana Risteski

DIGITALIZATION OF SHAREHOLDERS MEETINGS: DO MACEDONIAN JOINT-STOCK COMPANIES KEEP STEP WITH MODERN COMPANIES?

Emilija Gjorgjioska

DIGITAL PAYMENT ADOPTION DECISIONS FOR SMALL ENTERPRISES IN BULGARIA

Dancho Petrov

SPACE MATRIX METHOD APPLICATION IN THE STRATEGIC ANALYSIS OF THE VOLATILE ENVIRONMENT

Ena Petreska Tomeska, Snezana Mojsovska Salamovska, Nikola Dimeski

(NON)ETHICAL ASPECTS IN WRITING SCIENTIFIC PAPERS WITH THE HELP OF ARTIFICIAL INTELLIGENCE

David Saltamarski

12:15–12:30

Discussion & closing remarks

12:30–13:30

Cocktail
Main hall



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PARALLEL SESSION IV (ONLINE SESSION)

Link: meet.google.com/rxa-iygi-dbx

10:30–12:15

Moderator:

Prof. Dr. Aneta Risteska Jankuloska

ASSESSING FINANCIAL PERFORMANCE FROM DIGITAL MARKETING STRATEGY IN SMEs

Dance Nikolovska Vrateovska, Snezhana Mojsoska, Natasha Ananieva, Keti Nikoloska

TRENDS IN ONLINE CONSUMER BEHAVIOUR IN THE EUROPEAN UNION

Zoya Ivanova

DIGITAL TRANSFORMATION OF TOURISM: IMMERSIVE SPACES AND NEW TRAVEL PARADIGMS

Kristina Nikolic

DIGITALIZATION PRACTICES IN COOPERATIVES IN TURKEY: KOOPBIS AND KORBIS

Burçin Basaran, Funda Er Ülker

RECORDED VIDEO PRESENTATIONS

DIGITAL TRANSFORMATION OF HUMAN RESOURCE MANAGEMENT IN INDUSTRY 4.0

Sergeja Kolar, Patrik Senekovič, Vojko Potočan

CHATGPT AND GEMINI PREDICTIONS ON THE MACEDONIAN STOCK EXCHANGE (MSE)

Davor Jovanoski

THE NEXUS BETWEEN INEQUALITY AND ECONOMIC GROWTH IN EUROPEAN TRANSITION COUNTRIES

Linda Kadriji

QUANTIFYING THE IMPACT OF BIG DATA ANALYTICS ON PREDICTIVE MARKETING STRATEGIES AND PERSONALIZED EXPERIENCES

Gjorgjina Sherovska



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| 12:15–12:30 | Discussion & closing remarks |
| 12:30–13:30 | Cocktail Main hall |

| POSTER SESSION | |
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| Main hall | |
| 10:30–12:30 | APPLICATION OF THE CIRCULAR ECONOMY PRINCIPLES IN THE MACEDONIAN BUSINESS SECTOR - OPPORTUNITIES AND CHALLENGES <i>Marica Antovska-Mitev, Tatjana Drangovska</i> |
| | COOPERATIVE MODELS IN BULGARIA – PROBLEMS AND PERSPECTIVES <i>Todorka Atanasova, Ivanka Stoycheva, Zlatina Dimova</i> |
| | THEMATIC ANALYSIS OF ONBOARDING GOALS: RESEARCH CONDUCTED IN TWO SMALL IT COMPANIES <i>Maja Gaborov, Zeljko Stojanov, Jelena Stojanov, Igor Vecštejn</i> |
| | THE CONNECTION OF ORGANIZATIONAL AND INDIVIDUAL LEARNING WITH ORGANIZATIONAL CONFLICTS <i>Verica Gluvakov, Mila Kavalić, Sanja Stanisavljev, Dragan Čočkalo</i> |
| | SHIP SINKING FOR THE PURPOSE TO CREATE TOURISM ATTRACTIONS <i>Iva Slivar, Samanta Macan, Roberta Kontošić</i> |
| | MANAGEMENT AND CONTROL OF THE BUDGET IN REPUBLIC OF KOSOVO <i>Herolind Krasniqi</i> |
| | MEASURING ORGANIZATIONAL PERFORMANCE AND THE ROLE OF THE ARTIFITIAL INTELLIGENCE <i>Marjan Gjurikj</i> |
| | KNOWLEDGE SHARING MOTIVATION – GENDER DIFFERENCES <i>Lyubcho Vamezov, Emil Nikolov</i> |



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THE IMPACT OF THE COVID-19 PANDEMIC ON REDUCING THE
DIGITAL DIVIDE OF THE POPULATION OF SERBIA
Dorđe Kotarac

12:30–13:30 **Cocktail**
Main hall