



FACULTY OF ECONOMICS – PRILEP, NORTH MACEDONIA



International Scientific Conference on Economy, Business & Society in Digitalized Environment (EBSiDE 2026)

FACULTY OF ECONOMICS – PRILEP, NORTH MACEDONIA

**XIV International Scientific Conference:
Economy, Business & Society in Digitalized
Environment (EBSiDE 2026)**

September 18th – 19th, Prilep

AGENDA

Friday, September 18th 2026

10:00–11:00	REGISTRATION OF PARTICIPANTS Main hall
11:00	OPENING CEREMONY Amphitheater 1
WELCOME SPEECHES	
11:15	KEYNOTE SPEECH Keynote speaker: Professor Dr. Nikolche Jankulovski , Deputy Minister of Finance of the Republic of North Macedonia, University “St. Kliment Ohridski” – Bitola, North Macedonia
11:30	KEYNOTE SPEECH Keynote speaker: Professor Dr. Agnieszka Stanimir , Wroclaw University of Economics and Business, Poland
11:45	KEYNOTE SPEECH Keynote speaker: Professor Dr. Marko Čular , Faculty of Economics, Business and Tourism, University of Split, Croatia
12:00–12:30	COFFEE BREAK
12:30–14:30	PARALLEL SESSIONS



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14:30	OFFICIAL LUNCH Atlas City Center Hotel & Restaurant Goce Delchev Blvd. bb, Prilep Coordinates: 41.3462° N, 21.5539° E 
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Friday, September 18th 2026

PARALLEL SESSION I Amphitheater 1	
12:30–14:30	Moderators: <i>Prof. Dr. Vera Karadzova, Prof. Dr. Emil Mutafov</i> INSTITUTIONAL MECHANISMS FOR LOCAL TAX COLLECTION <i>Emil Mutafov</i> DOMESTIC TOURISM SEASONALITY: IMPACTS OF SCALE AND GEOGRAPHIC CONCENTRATION IN A SMALL ECONOMY <i>Vera Karadzova, Aleksandar Trajkov</i> CORPORATE GOVERNANCE IN BUSINESS LAW: THE EXPERIENCE OF NORTH MACEDONIA AND TURKEY <i>Emilija Gjorgjioska, Mustafa Yasan</i> COST MANAGEMENT AS A BASIS FOR STRATEGIC DECISION-MAKING IN PRICING <i>Igor Zdravkoski, Pece Nikolovski, Ljupce Markuseski, Miroslav Andonovski</i> DRAWDOWNS AND RECOVERY PERIODS: AN ALTERNATIVE METHODOLOGICAL PERSPECTIVE ON INVESTMENT RISK <i>Alexander Ganchev</i> THE ROLE OF EU FUNDS ON SUSTAINBLE DEVELOPMENT IN CROATIA – CASE STUDY ON KRAPINA ZAGORJE COUNTY <i>Dalibor Hržica, Katarina Svažić, Nikola Sinković</i>



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CORRELATION ANALYSIS OF NET WAGES AND THE MINIMUM CONSUMER BASKET IN THE REPUBLIC OF NORTH MACEDONIA AND THE REPUBLIC OF SERBIA

Meri Spirkoska

BANK-SPECIFIC AND MACROECONOMIC DETERMINANTS ON MARKET CAPITALIZATION: EVIDENCE FROM MACEDONIAN LISTED BANKS

Tatjana Spaseska, Vera Karadzova

INNOVATIONS IN DIGITAL BANKING SERVICES

Marina Blazhekovikj Toshevski, Stevcho Dimeski

14:15–14:30 **Discussion & closing remarks**

PARALLEL SESSION II

Classroom 2

12:30–14:30 Moderators:

Prof. Dr. Marjan Angeleski, Prof. Dr. Sead Baraku

E-COMMERCE TRENDS: NORTH MACEDONIA VIS-À-VIS OTHER EUROPEAN COUNTRIES

Marjan Angeleski, Olivera Kostoska

FROM DIGITAL DIVIDE TO SMART INTEGRATION: RECONFIGURING TOURISM-AGRICULTURE VALUE CHAINS IN RURAL DESTINATIONS OF NORTH ALBANIA

Sead Baraku, Elidiana Bashi

THE IMPACT OF DIGITAL TRANSFORMATION ON BUSINESS PERFORMANCE: A CASE STUDY OF SMEs IN THE VARDAR REGION

Mensure Hodja, Miroslav Gveroski, Aneta Risteska Jankuloska

THE ROLE OF AI TOOLS IN MODERN WEB DESIGN: A COMPARATIVE OVERVIEW

Dejan Zdraveski, Kosta Sotiroski, Petar Avramovski, Margarita Janeska



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**THE IMPACT OF ARTIFICIAL INTELLIGENCE ON REAL-TIME
CONSUMER PERSONALIZATION IN E-MARKETING**

Goran Kotevski, Karolina Ilieska, Margarita Janeska

**THE EVOLUTION OF ECONOMIC PLANNING FROM STATIC TO
DYNAMIC MODELS IN THE CONTEXT OF DIGITAL TRANSFORMATION**

Nadezhda Veselinova

**COMMUNICATION AS A SOCIAL CONSTRUCT: DEVELOPING THE
COMMUNICATION MATRIX**

*Violeta Gligorovski, Nikola Dimeski, Tatjana Spaseska, Aneta Risteska
Jankuloska, Dragica Odzaklieska*

**GLOBALIZATION AS A DRIVER OF COMPETITIVE DYNAMICS:
EMPIRICAL EVIDENCE FROM NORTH MACEDONIA**

*Meri Boshkoska, Emilija Gjorgjioska, Monika Angeloska-Dichovska,
Margarita Janeska, Tatjana Spaseska*

14:15–14:30 Discussion & closing remarks

PARALLEL SESSION III

Classroom 7

12:30–14:30 Moderators:

Prof. Dr. Aleksandar Trajkov, Dr. Milaim Mehmeti

**PRODUCTIVITY GAINS AND HERD DECLINE IN MACEDONIA'S DAIRY
SECTOR: A NATIONAL AND REGIONAL DECOMPOSITION**

*Aleksandar Trajkov, Gordana Dimitrovska, Elena Joshevska,
Vera Karadjova*

**SUB-NATIONAL VALIDATION OF SDG INDICATORS FOR JUST ENERGY
TRANSITION REGIONS: EVIDENCE FROM WESTERN MACEDONIA,
SILESIA & STARA ZAGORA**

*Despoina Kanteler, Yiannis Karagiannis, Lefteris Topaloglou,
Nikos Turlis, Maria Adamakou*



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PRAGMATISM VERSUS IDEALISM IN MARITIME BOUNDARY
DELIMITATION: EXPLORING CORRELATIONS, CONTRADICTIONS, AND
COMPETING APPROACHES IN THE EASTERN MEDITERRANEAN
Nikolaos Paounis, Lefteris Topaloglou

JUST ENERGY TRANSITION & LABOR MARKET TRANSFORMATION IN
WESTERN MACEDONIA
*Lefteris Topaloglou, Despoina Kanteler, Maria Sambrakou,
Sofia Pavlidou, Fenia Pliatsika*

REGIONAL VALIDATION OF ENERGY POVERTY INDICATORS IN JUST
TRANSITION REGIONS: EVIDENCE FROM WESTERN MACEDONIA,
SILESIA & STARA ZAGORA
*Maria Sambrakou, Despoina Kanteler, Lefteris Topaloglou,
Panayotis Pantazis*

COMMERCIAL ENTREPRENEURIAL NICHEs FOR THE DEVELOPMENT
OF RURAL TOURISM IN BULGARIA
Tsvetelina Kabakchieva

A CORPORATE GOVERNANCE MODEL ORIENTED TOWARD ACHIEVING
THE SUSTAINABLE DEVELOPMENT GOALS
Angel Sarov, Filip Elenov

IMPROVING THE SUSTAINABILITY OF FOOD WASTE MANAGEMENT IN
THE HOSPITALITY SECTOR: A CASE STUDY OF THE MUNICIPALITY OF
PRISHTINA, REPUBLIC OF KOSOVO
*Flutra Mestani, Miroslav Gveroski, Mergim Mestani,
Aneta Risteska Jankuloska*

LEVEL OF AWARENESS AND PRACTICES REGARDING PACKAGING
WASTE SELECTION IN NORTH MACEDONIA
*Aleksandar Mateski, Filip Ivanovski, Emilija Gjorgjioska,
Violeta Gligorovski*

14:15–14:30 **Discussion & closing remarks**



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PARALLEL SESSION IV (ONLINE SESSION)

Link: meet.google.com/sjm-hvni-qsr

12:30–14:15

Moderator:

Prof. Dr. Renata Petrevska Nechkoska

DIGITALIZATION IN CONTINUOUS PRODUCTION

Krasimir Shishmanov, Emil Tsanov, Yoanna Bakalova

ERASMUS+ STUDENTS AS CONSUMERS: ATTITUDES, INTENTIONS
AND LOCAL PRODUCT PURCHASING BEHAVIOUR IN CROATIA

Ivana Jadrić

REGIONAL READINESS FOR THE AGENT ECONOMY: A ASSESSMENT OF
TURKISH PROVINCES

Bige Küçükefe

SALES REPRESENTATIVES IN MODERN BUSINESS: STRATEGIC,
DIGITAL AND ETHICAL DIMENSIONS

Filippo Carletto, Elisa Bellesi, Dario Maradin

RECORDED VIDEO PRESENTATIONS

THE PARADOX OF EARLY-STAGE ENTREPRENEURSHIP IN
BOSNIA AND HERZEGOVINA AND THE CONSTRAINTS OF
TRANSITION TO ESTABLISHED ENTREPRENEURSHIP

Bahrija Umihanić, Umihana Umihanić Bukvić

ACCESSIBILITY IN CULTURAL TOURISM: INCLUSIVE EDUCATIONAL
PRACTICES IN GREEK MUSEUMS FOR DEAF AND HARD OF HEARING
VISITORS

Athina Tsakiridou

FINANCIAL AUTONOMY AND MUNICIPAL PERFORMANCE IN
PRISHTINA BASED ON DOCUMENTARY EVIDENCE FROM 2015 TO
2025

Gjeni Imami, Milaim Mehmeti, Fanka Risteska



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PARALLEL SESSION V (ONLINE SESSION)

Link: meet.google.com/din-qcfq-yma

12:30–14:15

Moderator:

Prof. Dr. Violeta Gligorovski

FINANCIAL INVESTMENTS IN RESEARCH, DEVELOPMENT AND INNOVATION: GROWTH ELASTICITY ACROSS INCOME GROUPS

Dance Nikolovska Vrateovska, Snezhana Mojsoska, Ljupco Davcev

THE IMPACT OF ARTIFICIAL INTELLIGENCE ON INNOVATION PERFORMANCE IN GLOBAL PHARMACEUTICAL COMPANIES

Marjan Gjurič, Marjan Angeleski

DIGITAL ECOSYSTEM AND COOPERATIVES: DIGITAL MARKETPLACES FOR WOMEN'S COOPERATIVES

Burçin Başaran, Nilüfer Serinikli, Yasemin Oraman

STRATEGIES AND INITIATIVES TO REDUCE THE RISKS OF USING GENERATIVE ARTIFICIAL INTELLIGENCE SYSTEMS

Natalia Marinova, Lora Parvanova

OPPORTUNITIES AND CHALLENGES OF ARTIFICIAL INTELLIGENCE FOR WOMEN ENTREPRENEURS: A MULTIPLE CASE STUDY IN TÜRKİYE

Nilüfer Serinikli, Burçin Basaran

LOCAL GOVERNMENTS AND FOREIGN DIRECT INVESTMENT

Rositsa Raykova

RECORDED VIDEO PRESENTATIONS

QUALITATIVE RESEARCH METHODS IN BANKING RESEARCH: CONTENT ANALYSIS AND CASE STUDY

Milaim Mehmeti, Gjeni Imami, Fanka Risteska

ANALYSIS OF BUSINESS ENTITY PERFORMANCE USING AN ARTIFICIAL INTELLIGENCE

Mimoza Mijoska



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POSTER SESSION

Main hall

- 12:30–14:30 **ADVANCED AND HIGH-RISK INTERNET BANKING IN CROATIA: KEY PREDICTORS OF USE**
Sandra Pepur, Mario Pepur, Dujam Kovač
- STRATEGIC MANAGEMENT OF FDI IN THE DIGITAL ECONOMY**
Elvis Elezaj, Sokol Berisha, Halit Shabani
- CASHLESS PAYMENTS AND CONSUMER SPENDING BEHAVIOUR IN THE BALKANS: EVIDENCE BEFORE AND AFTER COVID-19**
Ivica Tomovski, Gordana Serafimovic, Viktorija Trajkov, Filip Simonovski
- THE FISCAL MULTIPLIER OF TOURISM TAXATION IN BULGARIA**
Violetka Zheleva
- INNOVATIVE MODELS IN RURAL TOURISM: THE SHARING ECONOMY AND DIGITAL NOMADISM**
Elena Gospodinova, Violetka Zheleva
- DIGITAL TRANSFORMATION IN THE INSURANCE INDUSTRY: CHALLENGES AND OPPORTUNITIES FOR THE DEVELOPMENT OF INSURANCE MARKETS IN DEVELOPING ECONOMIES**
Halit Shabani, Ibish Mazreku
- THE INFLUENCE OF DIGITAL SOCIAL PROOF ON ONLINE PURCHASE DECISION**
Radoslav Nastasijevikj Vardjiski, Karolina Ilieska, Snezana Obednikovska
- BULGARIA'S TRADE IN AGRICULTURAL PRODUCTS: CHALLENGES, OPPORTUNITIES AND DEVELOPMENT PROSPECTS**
Iskra Nencheva, Nikolay Penev
- BUDGET CONSTRAINT IMPACT ON FOOD PREFERENCES IN ECONOMIC UNCERTAINTY**
Georgi Aleksiev, Violetka Zheleva