

CONFERENCE AGENDA

9:00 – 9:30	Registration
9:30 – 10:15	<p>Nikolina Vrclj, Association of Economists and Managers of the Balkans, Belgrade – Serbia Rasto Ovin, <i>Dean</i>, DOBA Faculty Maribor, Slovenia</p> <p style="text-align: center;">INTERNATIONALIZATION GAP AND ETHICS AT SLOVENIAN UNIVERSITIES</p> <p>Tatjana Horvat, Faculty of Management Koper, University of Primorska, Slovenia INTANGIBLE ASSETS – PROTECTION ON BLOCKCHAIN AND PROCESS OF INITIAL COIN OFFERING (ICO)</p> <p>Slagjana Stojanovska, Integrated Business Faculty, Skopje - Macedonia Dalibor Miletić, Faculty of Management - Zaječar, Megatrend University – Belgrade, Serbia Klemen Širok, Faculty of Management Koper, University of Primorska, Slovenia</p> <p style="text-align: center;">WHAT DOES THE FUTURE HOLD FOR INNOVATION MANAGEMENT EDUCATION?</p>
<i>Conference opening ceremony & Invited speakers</i>	
<i>Conference room</i> <u>AB</u>	
10:15 – 11:30	<p>ENTREPRENEURIAL LOGICS OF YOUNG ENTREPRENEURS IN ALGERIA: THE ROLE OF FAMILY AND SOCIO-CULTURAL FACTORS</p> <p>BADRAOUI Soufyane, University of Larbi Tebessi, Tebessa, Algeria, BP n°57 AGADIR, 1300, Tlemce, Algeria BENMOHRA Latifa Linda, University Center of Ain Témouchent, Algeria /Laboratory: « Entreprise Industriel et Société en Algérie » , University of Tlemcen – Algeria BOURICHE Mohamed, Laboratory: « Entreprise Industriel et Société en Algérie » , University of Tlemcen - Algeria</p>
<i>Distinguished guests</i>	
<i>Conference room</i> <u>AB</u>	
	<p>POSLOVANJE NA MEJI: PRIMER HOLDINGA KB1909 [DOING BUSINESS ON THE EDGE: THE CASE OF THE KB1909 HOLDING Mitja Stefancic, Euricse Trento (affiliated), Via Vespucci, 8 - 34144 TRST (ITA)</p>
	<p>FOREIGN DIRECT INVESTMENTS - THE MAIN FACTORS IN THE CATCHING-UP PROCESS OF EASTERN-EUROPEAN COUNTRIES Robert Csoma, Budapest University of Economics, 1055 Budapest, Markó u. 29-31, Hungary</p>
	<p>INVESTIGATING THE INFLUENCE OF DESTINATION FASCINATION ON DESTINATION BRAND LOYALTY FOR TOURISM DEVELOPMENT Çağatan Taşkın, Uludağ University IIBF Görükle Campus 16059 Bursa Turkey Ahmet Akif Karadamar, Uludağ University IIBF Görükle Campus 16059 Bursa Turkey Onur Öztürk, Uludağ University IIBF Görükle Campus 16059 Bursa Turkey</p>
	<p>ARE PRODUCT'S LABELLING OF FOOD IMPORTANT ON BUYING DECISION TO ALBANIAN CONSUMERS? Irma Shyle, Polytechnic University of Tirana, Fakulteti i Inxhinierise Mekanike, Sheshi "Nene Tereza", Nr .1, Tirane, Albania</p>
	<p>BUSINESS IN THE ENVIRONMENT OF FAST CHANGING TECHNOLOGIES: DIGITALISATION OF SUPPLY CHAIN MANAGEMENT IN THE CZECH REPUBLIC Felicita Chromjaková, Tomas Bata University, 510A/U2 U2-Mostní 5139, 760 01 Zlín, Slovakia Fortune Nwaiwu, Tomas Bata University, 510A/U2 U2-Mostní 5139, 760 01 Zlín, Slovakia</p>
11:30-12:00	Coffee break
12:00-14:00	<p>HOTEL ADMINISTRATION AND ETHNOCENTRISM RELATION; AN APPLICATION Kürşad SAYIN, Selcuk University, Selcuk Universitesi Silifke Tasucu MYO. Silifke/Mersin-TURKEY Abdullah KARAMAN, Selcuk University, Selcuk Universitesi Tourism Faculty</p>
<i>1st parallel plenary session</i>	
<i>Conference room</i> <u>AB</u>	
	<p>EXPLORING THE RELATIONSHIPS AMONG SOCIAL COMMERCE INTENT AND ITS ANTECEDENTS: A RESEARCH ON INSTAGRAM USERS Dilek Taşkın, Uludağ University, Orhaneli, Bursa, Turkey Çağatan Taşkın, Uludağ University IIBF Görükle Campus 16059 Bursa Turkey Ahmet Akif Karadamar, Uludağ University IIBF Görükle Campus 16059 Bursa Turkey</p>

<p><i>Moderators:</i> 1. Armand Faganel, University of Primorska, Faculty of Management, Slovenia</p> <p>2. Stefan Grbenić, Graz University of Technology, Graz, Austria</p> <p>3. Nevena Vrclj, Association of Economists and Managers of the Balkans, Belgrade – Serbia</p>	<p>DISRUPTIVE MARKETING: LITERATURE REVIEW AND TAKEAWAYS Armand Faganel, University of Primorska, Faculty of Management, Cankarjeva 5, Koper, Slovenia</p>
	<p>EXPLORING THE INFLUENCE OF BUSINESS EDUCATION CHARACTERISTICS ON THE INNOVATIVENESS OF STUDENTS IN HIGHER EDUCATION Onur Öztürk, Uludağ University IIBF Görükle Campus 16059 Bursa Turkey Dilek Taşkın, Uludağ University, Orhaneli, Bursa, Turkey</p>
	<p>PROPOSED INDEX CALCULATION FOR ECONOMICS RANKING Necati Alp Erilli, Cumhuriyet University, Faculty of Economic and Administrative Sciences,, Dept. of Econometrics, Turkey</p>
	<p>THE EFFECT OF COMMUNICATION PROBLEMS ON PRODUCTIVITY; A QUALITATIVE APPLICATION IN HOTEL BUSINESSES Kürşad SAYIN, Selcuk University, Selcuk Universitesi Silifke Tasucu MYO. Silifke/Mersin-TURKEY</p>
	<p>ANALYSIS OF EMERGING BUSINESS MODELS IN COMPANIES WITHIN THE ERA OF THE DIGITAL ECONOMY Nwaiwu Fortune, Tomas Bata University, 510A/U2 U2-Mostní 5139, 760 01 Zlín</p>
	<p>THE EFFECTS OF POLITICAL DEVELOPMENTS ON TURKISH STOCK MARKET: AN EVENT STUDY ANALYSIS Ibrahim Yasar GOK, Suleyman Demirel University, The Faculty of Economics and Administrative Sciences, Department of Banking and Finance, Isparta/TURKEY Faruk DAYI, Kastamonu University, The Faculty of Economics and Administrative Sciences, Department of Business Administration, Kastamonu/TURKEY</p>
	<p>ANALYSIS OF INFORMATION TECHNOLOGIES PENETRATION IN COMPANIES OR ORGANIZATIONS Ladislav BURITA, Tomas Bata University in Zlín, Faculty of Management and Economics, Mostní 5139, 76001 Zlín, Czech Republic</p>
	<p>INNOVATION IN PARTICIPATION BANKS: A REVIEW ON TURKEY Yusuf ESIMER, Sinop University, Sinop, TURKEY Tolga ULUSOY, Kastamonu University, Kastamonu, TURKEY Faruk DAYI, Kastamonu University, Kastamonu, TURKEY</p>
	<p>NEW EXPECTATIONS AND ADAPTATION METHODS TO THESE CHANGES IN THE LOGISTICS BUSINESS Yasin Galip Gencer, Yalova University IIBF Office No: 514 Ulas Akkucuk, Bogazici University, 34342 Bebek Besiktas Istanbul</p>
	<p>ACCOUNTING PRACTICE IN AUSTRIA: THE ENTRY OF ROUTINE ACCOUNTING TRANSACTIONS Stefan Grbenic, Graz University of Technology, Rechbauerstraße 12, 8010 Graz, Austria</p>
	<p>STRATEGIC DECISION MAKING IN TIMES OF ECONOMIC DEPRESSION Ulas Akkucuk, Bogazici University, 34342 Bebek Besiktas Istanbul Yasin Galip Gencer, Yalova University IIBF Office No: 514</p>
	<p>12:00-14:00 <i>2nd parallel plenary session</i> <i>Conference room C</i></p>

University of Primorska, Faculty of Management	ZADOVOLJSTVO KORISNIKA MOBILNIH MREŽA U SRBIJI Marko Pavlović, Univerzitet Union Nikola Tesla, Staro Sajmište 29, Beograd Milijanka Ratković, Univerzitet Union Nikola Tesla, Staro Sajmište 29, Beograd Živan Bajić, Univerzitet Privredna Akademija Novi Sad, Cvečarksa 2
2. Dalibor Miletić,	FISCAL POLICY OF EMU IN SERBIAN ACADEMIC LIBRARIANSHIP Vesna Župan, The "Svetozar Marković" University Library in Belgrade, Bulevar kralja Aleksandra 71, 11000 Belgrade, Republic of Serbia
Faculty of Management – Zaječar, Megatrend	LANGUAGE MANAGEMENT STRATEGIES: THE COMPARISON BETWEEN AUSTRIAN AND SLOVENIAN SMES Igor Rižnar, Faculty of Management, University of Primorska, Cankarjeva 5, Koper, Slovenia
University – Belgrade, Serbia	THE PRIVATE DEMAND FOR INNOVATION (THE CASE OF EX- YU COUNTRIES) Slagjana Stojanovska, Integrated Business Faculty, bul. 3-ta Makedonska brigade, 66A - , Skopje Violeta Madzova, International Balkan University, str. Samoilova 10, Skopje 1000 Biljana Gjozinska, Integrated Business Faculty, bul. 3-ta Makedonska brigade, 66A - , Skopje
	THE DEVELOPMENT PHASES OF A NEW PRODUCT: SEARCH AND EVALUATION OF IDEAS Anton Vorina, Ekonomska šola Celje Višja strokovna šola, Mariborska 2, 3000 Celje, Slovenija Dalibor Miletić, Fakultet za menadžment, Park Šuma Kraljevica bb, 19000 Zajecar, Srbija Vladimir Mičić, Ekonomski fakultet, Djure Pucara Starog 3, 34000 Kragujevac, Srbija
	MANAGING VALUES IN HOTEL INDUSTRY Gordana Radosavljevic, Faculty of Economics, University in Kragujevac, Serbia, Djure Pucara Starog 3, Kragujevac, Serbia Katarina Borisavljevic, Faculty of Economics, University in Kragujevac, Serbia, Djure Pucara Starog 3, Kragujevac, Serbia Katarina Radakovic, Faculty of Economics, University in Kragujevac, Serbia, Djure Pucara Starog 3, Kragujevac, Serbia
	THE ECONOMIC AND SOCIAL STRUCTURE OF THE VUKOVAR-SRIJEM COUNTY POPULATION Sandra Mrvica Mađarac, College of Applied Sciences "Lavoslav Ružička" in Vukovar, Županijska 50, Vukovar, Croatia
	ANALYSIS OF PLUG IN ELECTRICAL VEHICLES SHARES IN EU COUNTRIES AND OF THEIR PRICES IN COMPARISON TO PURCHASING CAPACITIES IN INDIVIDUAL EU MEMBER STATES Darko Pirtovšek, ŠCC - Višja strokovna šola Celje, Pot na Lavo 22, Slovenia
	SPECIFIČNA PITANJA FINANSIRANJA MERDŽERA I IMPLIKACIJE NA FINANSIJSKO IZVEŠTAVANJE Jovana Stojanović, Ekonomski fakultet, Univerzitet u Nišu, Trg kralja Aleksandra Ujedinitelja 11, Niš, Republika Srbija
	MANAGEMENT STRATEGIES TO PERFECT HYBRID E-LEARNING SOCIAL COMPETENCES Samir Ljajic, University of Novi Pazar, Novi Pazar, Serbia, Dimitrija Tucovica bb, 36 300 Novi Pazar, Serbia Danica Pirs, Faculty of Sport, Carnojevica 10a, 18000 Nis, Serbia Tea Pirs, Faculty of Philosophy, Cirila i Metodija 2, 18000 Nis, Serbia Suzana Stojanovic, University of Novi Pazar, Dimitrija Tucovica bb, Novi Pazar, Serbia

	<p>SIMPLIFIED CUSTOMS PROCEDURES – ADVANTAGES AND OBSTACLES IN THE REPUBLIC OF MACEDONIA JOVANKA BILJAN, UNIVERSITY OF ST. KLIMENT OHRIDSKI - BITOLA FACULTY OF TOURISM AND HOSPITALITY - OHRID, 95 KEJ MAKEDONIJA 6000 OHRID REPUBLIC MACEDONIA ALEKSANDAR TRAJKOV, UNIVERSITY OF ST. KLIMENT OHRIDSKI - BITOLA FACULTY OF TOURISM AND HOSPITALITY - OHRID, 95 KEJ MAKEDONIJA 6000 OHRID REPUBLIC MACEDONIA Biljana Dimoska, Tsiligaridis and Dimosky Distillery – Ohrid</p>
	<p>POLITICAL CRISIS IN REPUBLIC OF MACEDONIA AND ITS IMPACT ON THE CAPITAL MARKET Diana Boshkovska, Institute of Economics-Skopje, University Ss. Cyril and Methodius, Macedoina, Prolet, no.1, 1000 Skopje, Republic of Macedonia</p>
14:00-15:00	Lunch
15:00 – 17:00	<p>THE EFFECTS OF TOURISM ON SHORT AND LONG RUN ECONOMIC GROWTH: SOME EVIDENCE FROM TURKEY ISMAIL CAKMAK, HACETTEPE UNIVERSITY, IKTISADI VE IDARI BILIMLER FAKULTESI BEYTEPE KAMPUS, 06800, ANKARA/TURKIYE ALPEREN AGCA, OSMANIYE KORKUT ATA UNIVERSITY, IKTISADI VE IDARI BILIMLER FAKULTESI KARACAOGLAN KAMPUS, 80000, OSMANIYE, TURKIYE</p>
<i>3rd parallel plenary session</i>	
<i>Conference room AB</i>	<p>INTERNATIONAL SCIENTIFIC COOPERATION OF THE TOP HIGHER EDUCATION INSTITUTIONS OF CEE COUNTRIES Andrea Magda Nagy, University of Pannonia, 8200 Veszprém, Egyetem u. 10., Hungary</p>
<i>Moderators:</i>	
1. Slagjana Stojanovska, Integrated Business Faculty, Skopje	<p>MARKETING CULTURE IN THE INDIAN BANKING SECTOR Ravi Shanker, Indian Institute of Foreign Trade (Deemed to be University), B-21, Qutab Institutional Area, New Delhi, India</p>
	<p>HYPOCRISY IN MARKETING: DEVALUING THE VALUE Onur IZMIR, Gumushane University, Yenimahalle, TOKİ 3, DY 2, daire 10, Gumushane/Merkez</p>
2. Igor Rižnar, Faculty of Management, University of Primorska, Slovenia	<p>ECONOMIC EFFECTS OF THE FAKE NEWS AND THE NEED OF NEW PR STRATEGIES Alexander Christov, University of National and World Economy, 1700 Sofia, Studentski grad</p>
	<p>INDUSTRIAL MARKETING: BUYING CENTER CONCEPT Onur IZMIR, Gumushane University, Yenimahalle, TOKİ 3, DY 2, daire 10, Gumushane/Merkez</p>
3. Pedja Ašanin Gole, DOBA Business School Maribor, Slovenia	<p>DETERMINANTS OF SAVINGS: THE CASE OF DEVELOPED AND DEVELOPING COUNTRIES Ömer AKKUŞ, Gümüşhane University, Department of Economics, Gümüşhane Atakan DURMAZ, Bayburt University, Department of Economics, Bayburt Fatih OKUR, Bayburt University, Department of Economics, Bayburt</p>
	<p>MDA FINANCIAL DISTRESS PREDICTION MODEL FOR SELECTED BALKAN COUNTRIES Marek Durica, University of Zilina, Faculty of Operation and Economics of Transport and Communications, Department of Quantitative Methods and Economic Informatics, Univerzita 1, 010 26 Zilina, Slovak Republic Peter Adamko, University of Zilina, Faculty of Operation and Economics of Transport and Communications, Department of Quantitative Methods and Economic Informatics, Univerzita 1, 010 26 Zilina, Slovak Republic Katarina Valaskova, University of Zilina, Faculty of Operation and Economics of Transport and Communications, Department of Economics, Univerzita 1, 010 26 Zilina, Slovak Republic</p>
	<p>THE LINKAGE BETWEEN INFLATION AND UNEMPLOYMENT: A VECM STUDY Alperen AGCA, Osmaniye Korkut Ata University, Karacaoglan Campus, Osmaniye Turkey Ismail CAKMAK, Hacettepe University, Beytepe Campus, Ankara, Turkey</p>

	<p>THE EFFECTS OF INTERNATIONAL JOINT VENTURES ON LOCAL PARTNERS Ali SAYILIR, Muş Alparslan Üniversitesi Güzeltepe Yerleşkesi, Muş/Turkey</p>
	<p>THE NEW TECHNOLOGIES AND THE FIGHT AGAINST MONEY LAUNDERING AND THE TERRORISM FINANCING Eva Jancikova, University of Economics in Bratislava, Faculty of International Relations, Dolnozemska cesta 1, 852 35 Bratislava, Slovakia Stanislava Veselovská, Pan-European University, Faculty of Economics, Tematinska 10, 851 05 Bratislava 5, Slovakia</p>
	<p>THE IMPACT OF SOCIAL NETWORKS ON THE BEHAVIOUR OF THE STUDENTS. CASE STUDY: FACULTY OF ENGINEERING HUNEDOARA Benea Marius Calin, THE "POLITEHNICA" UNIVERSITY OF TIMISOARA, Faculty of Engineering Hunedoara, Str. Revoluției nr. 5, cod 331128, Hunedoara, Romania Benea Maria Laura, THE "POLITEHNICA" UNIVERSITY OF TIMISOARA, Faculty of Engineering Hunedoara, Str. Revoluției nr. 5, cod 331128, Hunedoara, Romania</p>
	<p>MANAGEMENT ACCOUNTING CHANGE IN UAE PUBLIC SECTOR Nizar Alsharari, UAE University, United Arab Emirates</p>
	<p>ROMANIAN MILLENNIAL BUSINESS LEADERS: A HEALTHY SOURCE OF REVITALIZATION IS THE ROMANIAN ECONOMY Benea Marius Calin, THE "POLITEHNICA" UNIVERSITY OF TIMISOARA, Faculty of Engineering Hunedoara, Str. Revoluției nr. 5, cod 331128, Hunedoara, Romania</p>
	<p>DETERMINANTS OF FOREIGN DIRECT INVESTMENTS IN MACEDONIA Leona Mileva, University American College Skopje, Treta Makedonska Brigada nr. 60, Skopje, Macedonia</p>
15:00 – 17:00	<p>UPRAVLJANJE ZNANJEM, KONTINUITETOM I SUKOBIMA U OBITELJSKIM PODUZEĆIMA U BOSNI I HERCEGOVINI Tanja Gavrić, Sveučilište/Univerzitet "Vitez", Školska 23, Travnik, Bosna i Hercegovina</p>
<i>4th parallel plenary session</i>	<p>LIQUIDITY RISK IN MACEDONIAN BANKING SYSTEM Biljana Petrevska, "Iustinianus Primus Faculty of Law", University "Ss. Cyril and Methodius", Skopje, Macedonia, Bul. Goce Delcev 9b, 1000 Skopje, Macedonia</p>
<i>Conference room C</i>	<p>RELATIONSHIP BETWEEN EDUCATION INVESTMENT AND ECONOMIC GROWTH Silvia Golem, Faculty of Economics Split, University of Split, Cvite Fiskovica 5, Split, Croatia Andrea Begonja, Faculty of Economics Split, University of Split, Cvite Fiskovica 5, Split, Croatia</p>
<i>Moderators:</i>	<p>CYCLOTOURISM AS A TOURIST POTENTIAL OF THE ŽIRJE ISLAND Sandra Mrvica Mađarac, College of Applied Sciences "Lavoslav Ružička" in Vukovar, Županijska 50, Vukovar, Republika Hrvatska Sanja Gongeta, College of Applied Sciences "Lavoslav Ružička" in Vukovar, Županijska 50, Vukovar, Republika Hrvatska Dražen Pejić, College of Applied Sciences "Lavoslav Ružička" in Vukovar, Županijska 50, Vukovar, Republika Hrvatska</p>
1. Andrej Raspor, DOBA	<p>POTENCIJALI PAMETNIH GRADOVA I SELA U KONTEKSTU NOVOG PROMIŠLJANJA ODNOSA URBANO-RURALNO Tatjana Jovanović, Poljoprivredni fakultet, Univerziteta u Beogradu, Nemanjina 6, Zemun, Srbija Olga Gavrić, Poljoprivredni fakultet, Univerziteta u Beogradu, Nemanjina 6, Zemun, Srbija</p>
2. Anton Vorina, Ekonomška šola Celje Višja strokovna šola, Celje	<p>PERCIPIRANI RIZIK KORIŠTENJA MOBILNE PLATFORME U FAZI KUPOVNE ODLUKE – EMPIRIJSKO ISTRAŽIVANJE NAMJERE REZERVACIJE TURISTIČKOG SMJEŠTAJA Goran Dedić, Ekonomski Fakultet u Splitu, Cvite Fiskovića 5, 21000 Split, Croatia Davor Traljić, MDM - Marketing društvenih mreža, Vinkovačka 53, 21000 Split, Croatia</p>
	<p>REGULATION OF TECHNOLOGY-BASED BUSINESS MODELS IN SHARING ECONOMY Saša Zupan Korže, Vanadis d.o.o., Kamnikarjeva 13, 1291 Škofljica, Slovenia</p>

	<p>SMES EMPOWERMENT THROUGH INTERNATIONAL ASPIRATIONS Gligor Bishev, Sparkasse Bank, Macedonia, 1000 Skopje St. Macedonia 9-11 Tatjana Boshkov, Goce Delcev University, Stip, Macedonia</p>
	<p>RAČUN S PROLAZNIM STAVKAMA IZDAN OD STRANE KUPCA TOPLINSKE ENERGIJE KRAJNJIM KUPCIMA U SAMOSTALNOM TOPLINSKOM SUSTAVU Drago Francišković, Međimursko veleučilište u Čakovcu, Ulica bana J. Jelačića 22a, 40000 Čakovec, Croatia</p>
	<p>THE IMPACT OF THE POLITICAL CRISIS IN SMALL AND LARGE FIRMS IN THE REPUBLIC OF MACEDONIA Irina Majovski, Institute of Economics - Skopje, University "Ss. Cyril and Methodius", Str. Prolet 1, 1000 Skopje Zoran Janevski, Institute of Economics - Skopje, University "Ss. Cyril and Methodius", Str. Prolet 1, 1000 Skopje Elena Davitkovska, Institute of Economics - Skopje, University "Ss. Cyril and Methodius", Str. Prolet 1, 1000 Skopje</p>
	<p>STRATEGIC THINKING AND MANAGEMENT FOR A COMPETITIVE ADVANTAGE: THEORETICAL PERSPECTIVES ON FAMILY BUSINESSES Snezhana Hristova, University American College Skopje, 3 Makedonska Brigada, Skopje, Macedonia Emilija Egger, University American College Skopje, 3 Makedonska Brigada, Skopje, Macedonia</p>
	<p>THE ROLE OF SOCIAL CAPITAL ON TRANSITION TO EMPLOYMENT Matejka Letnar, Faculty of Management, University of Primorska, Cankarjeva 5, SI-5000 Koper Klemen Širok, Faculty of Management, University of Primorska, Cankarjeva 5, SI-5000 Koper</p>
	<p>LEISURE ACTIVITIES FOR ELDERLY PEOPLE IN SLOVENIA NURSING HOMES Andrej Raspor, DOBA Faculty of Applied Business and Social studies Maribor, Prešernova 1, 2000 Maribor, Slovenia Bojan Macuh, Ima Mater Europaea Maribor, Slovenska 17, 2000 Maribor, Slovenia</p>
17:00	Conference closure