

XII International Scientific Conference

**EMERGING TRENDS IN BUSINESS ECONOMICS: TOWARDS COMPETITIVENESS, DIGITALIZATION
AND FINANCIAL INNOVATION**

28-29 October 2020

AGENDA

28 OCTOBER 2020, WEDNESDAY

9.40-10.00	Opening
10.00-11.00	Plenary Session Miroslav Jovanović
11.00-11.55	Session 1 Moderator: <i>Isidora Ljumović</i> Panellists: <ol style="list-style-type: none"> 1. Iskra Stanceva Gigov: <i>IMPACT OF THE COVID19 OUTBREAK ON MACEDONIAN TRADE FLOWS</i> 2. Dejan Molnar, Svetozar Tanasković: <i>THE IMPACT OF REGIONAL INSTITUTIONS ON FOREIGN DIRECT INVESTMENT FLOWS IN SERBIA 2007-2018.</i> 3. Jelena Minović, Sandra Jednak: <i>INNOVATION, FOREIGN DIRECT INVESTMENTS AND ECONOMIC GROWTH: CASE OF SELECTED EU AND NON-EU COUNTRIES</i> 4. Tatjana Petkovska Mirchevska, Natasha Daniloska, Diana Boskovska, Vladimir Petkovski: <i>CONSUMER'S BEHAVIOR IN THE PERIOD OF PANDEMIC OF COVID-19 AS A POSSIBILITY FOR FOSTERING DIGITAL ENTREPRENEURSHIP IN REPUBLIC OF NORTH MACEDONIA</i>
11.55-12.00	Session Break
12.00-12.55	Session 2 Moderator: Vladimir Simović Panellists: <ol style="list-style-type: none"> 1. Zoran Janevski, Biljana Anglelova: <i>COVID-19 CORONAVIRUS AS A TRIGGER: TRANSITION TO DIGITAL ECONOMY IN NORTH MACEDONIA</i> 2. Guilherme Shirazawa; Marta Simões: <i>HOUSING QUALITY AND HUMAN CAPITAL AVAILABILITY IN DEVELOPING COUNTRIES</i> 3. Verica Janeska, Aleksandra Lozanoska: <i>IMPACT OF DIGITALIZATION ON THE LABOUR MARKET: THE CASE OF NORTH MACEDONIA</i> 4. Sonja Đuričin, Isidora Beraha: <i>ASSESSMENT OF INNOVATIVE CAPACITY OF BUSINESS ENTITIES IN THE REPUBLIC OF SERBIA</i>
12.55-13.00	Session Break

13.00-13.55	<p>Session 3</p> <p>Moderator: Isidora Ljumović</p> <p>Panellists:</p> <ol style="list-style-type: none"> 1. Roxana Ioan: <i>DEVIATIONS FROM MARKET EFFICIENCY WITHIN THE MAIN STOCK MARKET INDEXES, DURING CRISES</i> 2. Hasan Hanić, Sonja D. Radenković, Milica Bugarčić: <i>INTELLIGENT DATA ANALYSIS OF COMMERCIAL BANK CUSTOMERS</i> 3. Ismail Musabegović, Milena Lazić: <i>CROWDFUNDING: GLOBAL PERSPECTIVE AND ITS IMPLEMENTATION IN SEE REGION</i> 4. Jovanka Damoska Sekuloska, Ninoslav Marina: <i>ARTIFICIAL INTELLIGENCE BASED MODEL IN THE PROVISION OF FINANCIAL SERVICES</i>
13.55-14.00	Session Break
14.00-14.55	<p>Session 4</p> <p>Moderator: Mihajlo Đukić</p> <p>Panellists:</p> <ol style="list-style-type: none"> 1. Darko Marjanović, Mihajlo Đukić: <i>WESTERN BALKAN COUNTRIES AS AN ATTRACTIVE INVESTMENT DESTINATION</i> 2. Elena Jovičić, Danijela Stojanović: <i>AN ANALYSIS OF BILATERAL TRADE BETWEEN SERBIA AND CHINA: MAJOR CHALLENGES AND OPPORTUNITIES</i> 3. Kiril Postolov, Marija Magdinceva Sopova, Verica Postolova: <i>ECO-TOURISM AS A STIMULATION FOR TOURISM COMPETIVENESS OF THE REPUBLIC OF NORTH MACEDONIA</i> 4. Stephan Schlüter, Petar Mitić, Milena Kresoja: <i>THE RELATIONSHIP BETWEEN CO₂ EMISSIONS, ENERGY USE, AND ECONOMIC GROWTH IN GERMANY</i>
14.55-15.00	Session Break
15.00-16.00	<p>Session 5</p> <p>Moderator: Vladimir Simović</p> <p>Panellists:</p> <ol style="list-style-type: none"> 1. Katerina Fotova Čiković: <i>DIGITALIZATION AND THE USE OF DIGITAL MARKETING TOOLS IN THE OLD-SCHOOL TRADITIONAL ANTIQUES AND COLLECTIBLES INDUSTRY: A CASE STUDY</i> 2. Saso Josimovski, Lidija Pulevska Ivanovska, Martin Kiselicki, Zanina Kirovska: <i>GAMIFICATION IN EDUCATION – CASE STUDY IN NORTH MACEDONIAN HEIS</i> 3. Nedeljko Prdić: <i>MARKETING RESEARCH IN THE FUNCTION OF MARKETPLACE COMPETITIVENESS</i> 4. Mirjana Radović Marković, Miloš Vučeković: <i>THE EXPANSION OF FREELANCE WORK IN MONTENEGRO</i>

29 OCTOBER 2020, THURSDAY

9.30 -10.00	Plenary Session Ivan Rakonjac
10.00-10.55	Session 6 Moderator: Vladimir Simović Panellists: <ol style="list-style-type: none">1. Vladimir Simović: <i>THE FACTORS AFFECTING THE LEVEL OF DIGITAL ENTREPRENEURIAL COMPETENCIES OF THE UNIVERSITY STUDENTS</i>2. Snezana Kostadinowska Milosjeska, Vasil Popovski, Elizabeta Djambaska: <i>DIGITAL PERSPECTIVES OF SOCIAL ENTREPRENEURSHIP IN WESTERN BALKAN COUNTRIES</i>3. Silvana Jovcheska: <i>MODERN ORGANIZATIONAL IDENTITY THROUGH DIGITAL MANAGEMENT</i>4. Kivanç Halil ARIÇ, Siok Kun SEK: <i>A COMPARISON OF COMPETITIVENESS OF CEECs</i>
10.55-11.00	Session Break
11.00-11.55	Session 7 Moderator: Isidora Ljumović Panellists: <ol style="list-style-type: none">1. Dario Gechevski, Klimentina Poposka: <i>IDENTIFICATION OF THE SUCCESS FACTORS FROM INNOVATIVE FINTECH INITIATIVES TO THE BUSINESS MODELS</i>2. Isidora Ljumović, Dejana Pavlović: <i>EXPANDING FINANCIAL INCLUSION FOR YOUTH: DOES DIGITALIZATION MATTERS?</i>3. Klime Poposki, Desislav Danov, Ksenija Dencic –Mihajlov: <i>CONSUMER PROTECTION IN THE AGE OF INSURTECH</i>4. Marija Antonijević, Đina Ivanović: <i>ADOPTION OF MOBILE BANKING IN THE REPUBLIC OF SERBIA</i>
11.55-12.00	Session Break
12.00-12.55	Session 8 Moderator: Vladimir Simović Panellists: <ol style="list-style-type: none">1. Neda Petroska-Angelovska, Katerina Hadzi Naumova-Mihajlovska, Marija Takovska: <i>IMPORTANCE OF IDENTIFYING COST MANAGEMENT IN GREEN BUSINESS</i>2. Valentina Vukmirović, Ivana Domazet: <i>MANAGEMENT EDUCATION USING SOCIAL MEDIA: BRIDGING THE GAP BETWEEN THEORY AND PRACTICE</i>3. Jelena Vapa-Tankosić, Snežana Lekić: <i>ANALYSIS OF EMPLOYEE PERFORMANCE IN BANKING AND PUBLIC SECTOR</i>4. Željko Spasenić, Miloš Milosavljević, Svetlana Savić: <i>EMPLOYEE PERCEPTION ON ENFORCED TELEWORK IN FINANCIAL INDUSTRY: EVIDENCE FROM SERBIA</i>
12.55-13.00	Session Break
13.00-13.55	Session 9 Moderator: Mihajlo Đukić Panellists:

	<ol style="list-style-type: none"> 1. Momir Polenakovikj, Valentina Gecevska: <i>CIRCULAR ECONOMY MEASUREMENT METRICS' INDICATORS</i> 2. Brankica Todorović: <i>THE IMPACT OF THE BUDGET AS AN AUTOMATIC STABILIZER ON THE DEVELOPMENT OF THE INTEGRATED ECONOMIES</i> 3. Fanka Risteska, Aneta Risteska Jankuloska, Marjan Angleski: <i>PREFERENCES FOR USING PAYMENT CARDS DURING COVID 19 PANDEMIC: THE CASE OF NORTH MACEDONIA</i> 4. Tatjana Mamula Nikolić, Karolina Perčić, Mirjana Nećak: <i>HOW TO GUIDE MSMEs THROUGH CHALLENGING TIMES: A SURVEY ON CONSUMER BEHAVIOR HABITS IN COVID-19 CRISIS</i>
13.55-14.00	Session Break
14.00-14.55	<p>Session 10</p> <p>Moderator: Isidora Ljumović</p> <p>Panellists:</p> <ol style="list-style-type: none"> 1. Snežana Kaplanović, Aleksandar Manojlović, Jelena Trifunović: <i>IMPLEMENTATION OF CIRCULARITY INTO TRANSPORT SECTOR THROUGH SUSTAINABLE PROCUREMENT</i> 2. Grozdana Marinković, Slavica Stevanović: <i>FINANCIAL STRUCTURE OF INNOVATIVE ORGANIZATIONS IN SERBIA</i> 3. Ivan Nikolić: <i>FDI CONTRIBUTION TO TECHNICAL EFFICIENCY IN THE SERBIAN MANUFACTURING SECTOR</i> 4. Aleksandra Bradić Martinović, Aleksandar Zdravković: <i>A LONG-RUN RELATION BETWEEN TOURISM AND INTERNATIONAL TRADE: EVIDENCES FROM WESTERN BALKAN</i>
14.55-15.00	Summary and Closing